

# PRINTERS' INK

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No. 4

## The Human Element in the Interwoven Hosiery Success

An Interview with John Wyckoff Mettler

President of the INTERWOVEN STOCKING COMPANY

WHEN any one of the 6,000 retail dealers of the Interwoven Stocking Company begins to cut prices, Mr. Mettler, the president, or his general manager, writes him a personal letter like this:

INTERWOVEN STOCKING COMPANY

NEW BRUNSWICK, N. J., U. S. A.

Dear Sir:

We understand that you are selling Interwoven half-hose at less than the regular prices and under circumstances which would indicate your object in so doing is other than for the purpose of supplying the consumers at a lower cost to them.

Quite naturally, we object to having our line used as an implement for making war on other Interwoven dealers who have regularly handled the line in a perfectly fair manner and we must, of course, infer that your unfriendly attitude toward the line evidences your intention to discontinue handling it.

As you know, Interwoven hosiery is sold by this company only and directly to the retailer and cannot be secured through any other source, and we are not obliged to sell to any retailers who may handle the line in such an unfair way as to injure its reputation and standing.

We bring this to your attention at this time because it is just possible that your conduct as complained of in handling our line has been unintentional and accidental, and in the hope that we may receive a reply from you which will warrant a continuation of the pleasant business relations which have so long existed between us.

Awaiting your reply,

Very truly yours,

"When we send such a letter as that to the offending dealer," said Mr. Mettler, "he almost always comes down at once and agrees to maintain the price. The five or six whom we had to cut off came around in five or six

months and wanted to do business with us."

"And you did, without a contract or special assurance?"

"We simply said, 'That's all right. Your word is sufficient. We believe you,' and they got the goods. They knew very well that if they wanted to handle our line they would have to do business our way."

This amiable but uncompromising attitude on price-maintenance is one of the important factors in increasing the Interwoven's sales from next to nothing eight years ago to a million pairs a month to-day, and making it what the trade calls the "success of the century in the hosiery line." But it is only one feature of a policy that includes exceedingly thorough work on the dealer, able handling of the sales force and highly original advertising appeal to trade and public. It is as a feature of the dealer-work that it has chief significance. The Interwoven policy is, in fact, chiefly a dealer-policy, as we shall see.

But to return for the moment to the way the company handles the price-cutting situation.

One day a few months ago the representative of a large retail store in New York called at the New Brunswick office of the Interwoven company to open an account. A hitch developed and he carried the matter up in high dudgeon to the sales manager.

"Your credit department tells me we can't open an account with you."

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"If the credit department told you that, I'm afraid it's so," said the manager.

"But what's the matter with our credit? I never heard of such a thing!" exclaimed the traveling man.

"Wait a moment, please," said the manager. "Let's see what the credit department says." Then, after the necessary communication, he continued: "I prefer not to tell you the reason. If your manager wants to take it up with me, I will tell him."

Ten minutes later the Interwoven manager heard by long-distance wire from New York.

"This is the Blank Store, New York," said the voice at the other end of the wire—"Mr. Double Blank speaking. I understand you have refused to sell us."

"That is unfortunately true."

"What's the matter with Blank's?"

"I'll tell you, Mr. Blank," said the Interwoven manager. "On April 3 you bought a bill of goods and discounted your bill; that's all right. But you had not bought them for your own store. You reshipped them at once to Bumbum's Emporium in Atlanta. Bumbum had carried our goods

and cut them, and we had refused to sell him any more. You knew that when he asked you to buy the goods for him, but he was a friend of yours. He

wanted to get a large stock to put on the bargain counter and undersell a dealer across the street from him, and you got it for him. We are protecting our dealers and we can't sell you any more goods. Do you blame me?"

"Never heard a thing about it," said the voice from Blank's.

"Possibly not," said the Interwoven manager, "but those are facts as reported to us by our detective."

There is no mystery about the way the Interwoven company got the facts in the case. The local dealer complained and the company traced the goods from Atlanta to Blank's, in New York.

The corollary of this policy is that when an Interwoven dealer finds that a competi-

tor of his is cutting the price on Interwoven goods, he does not get peevish in his feelings towards the Interwoven company and begin a retaliatory price-cutting campaign. He knows, as nearly every dealer now knows, that the price-cutting offender,

If you are not yet wearing Interwoven socks, the chances are that it's because you have not been told about them.

WE have never said much about them heretofore. Even at that we sold 10,000,000 pairs of Interwoven Socks in the past year.

\*\*\*

It took us 50 years to perfect the Interwoven Process of knitting socks. Our idea was to make light-weight socks which will wear as well as or better than heavy, clumsy ones.

We proposed to darn the socks before you bought them.

\*\*\*

To accomplish this, we invented a wonderful machine.

It produces an Interwoven Sock at one operation, giving it the distinctive features which make it different from any other sock made.

\*\*\*

The distinctive Interwoven features are:

1. A wear-resisting fabric at EVERY point of wear—not at one or two points like most light-weight socks, but at every point: TOE, HEEL, SOLE AND ANKLE.

2. Perfect ANKLE FIT—not a temporary fit, but a PERMANENT HUG (secured by knitting to form) which cannot be washed out.

There is no other method of giving a sock these two distinctive Interwoven features.

And no other manufacturer can build or use the Interwoven patented machines. They are the only machines of their kind in existence.

\*\*\*

For these reasons, Interwovens are—

The LIGHT-WEIGHT socks that really WEAR.

The SEAMLESS socks that really FIT.

The only mill-brand socks of which 10,000,000 pairs a year are sold.

\*\*\*

You will wear Interwoven Socks when you know about them. One trial will convince you.

Sold direct from mill to retailer only. None sold by mail. You will find Interwoven Socks at the high-class haberdashers of practically every city or town in the United States and in many foreign countries.

All fashionable shades. 25c, 35c, 50c the pair.

Interwoven Sock Company  
New Brunswick, N. J.



CALLED BY A PROMINENT TRADE PAPER EDITOR  
THE "BEST AD THAT EVER APPEARED IN  
A MAGAZINE"

# Judge

an advertisement by the company it keeps.

Then study the medium which attracts the "Company" together.

Look through the advertising pages of Everybody's November issue and you will see the highest quality of advertisers this country possesses.

One reason they are there is because Everybody's excludes everything of a questionable character from its editorial pages as well as from its advertising columns.

Advertisers appreciate the value of a magazine that is welcomed into the home.

No matter what your product is, as long as it has merit, this is the medium you should use to reach the finest class of homes in America. December forms close November 5th.

## *Everybody's Magazine*

600,000 Guaranteed Average Monthly Net Circulation  
\$600 a Page

The Ridgway Company, New York

No other sock is made like this.

"Interwoven" construction makes it the one thin sock that really wears



Ask your dealer for Interwoven Socks. He has them or can get them for you at our New York warehouse. 25c, 35c, 50c.

Interwoven Socking Co., New York Warehouse  
1201 Broadway. Tel. Madison Square 7742

ONE KIND OF NEWSPAPER COPY

if he persists, will be wiped off the Interwoven slate. So, instead of joining in the price-slashing enterprise, he simply stays out and makes his complaint of unfair competition to the Interwoven company, which, as shown, promptly comes to his rescue.

"And what would be the use of a contract?" asked Mr. Mettler, who, by the way, has been a practicing lawyer. "Price maintenance is wholly within the control of the manufacturer, if he markets the goods direct to the retailer, as we do, and so has the opportunity to trace the sales. It is purely a matter of backbone.

"We had no price-maintenance problem while we were small, because our goods, being unknown, could not be turned into sales 'leaders'; there was no inducement to cut the price on them. And when they became so well known that the dealers were tempted to slash prices, and did so, we were strong enough to cut the dealers off.

"But you will notice that we did not have to cut off many, and that in the warning letter we wrote we got just as far from making threats as we could. We put it up to the merchant, as man to man, without heat or resent-

ment, and the merchant readily agreed with us.

"The average merchant does not want to cut. He is tickled to death to have the price upheld; to know that there is a strong backing for the goods, and that his profits in the line are secure from anyone's else attack. When he finds that he cannot cut the goods, he has an increased respect for them, and as likely as not will turn in behind them and push hard."

To say that the Interwoven maintains the retail price of its product and thereby protects the dealer's profit and invites the dealer's co-operation does not alone explain the Interwoven success.

To say that it supplies the dealers with a large and unusually attractive lot of dealer-helps, free on request, does not alone tell the story.

Neither is the secret to be found in the fact that its direct advertising to the dealer is unique in the trade and gets unique attention.

Nor the way in which the twenty-five Interwoven traveling salesmen canvass the trade for style and sales suggestions as well as sales.

**Interwoven TOE-HEEL**

**the BIG seller**

This is the sock that sells everywhere, everyday, in far greater numbers than any other sock in the world.

It's the only **TOE-HEEL** sock that really **WEARS**. Read the reason in the diagram below—each sock can show you as many points of superiority in construction—as other socks can have "Interwoven Toe and Heel" without any of the numerous and needless of the needless features that make them possible.

**Interwoven Socks Are Sold Direct From Mill To You**

No intermediate stepping stone to delay delivery or increase the cost of handling.

**Write for Details:**

**INTERWOVEN SOCKING COMPANY**  
NEW BRUNSWICK, N. J. U. S. A.  
1201 Broadway, New York 100 Madison Ave., Chicago

THIS WAS THE TYPICAL TRADE PAPER AD



# Announcement

The Chicago Tribune takes great pleasure in announcing that an alliance has been effected with The London Times whereby the world news and the best of the intellectual features of England's famous "Thunderer" will be presented week by week in The Chicago Tribune for the benefit of mentally alert American men and women. The arrangement includes:

The news of the world as gathered in the Capitals of the Nations for London's foremost newspaper.

Chronicles of the world's achievements in science, literature and art, by leading scientists, literary men and art critics.

Interpretation of the diplomatic maneuvers of the great powers from official, governmental sources.

Analyses of the world's activities in the domain of finance and commerce by recognized authorities.

Intimate views of the men who are doing the worth while things in the world, and delightful articles in lighter vein.

When The Chicago Tribune's representative visited Printing House Square, London, to propose this news alliance, Lord Northcliffe, in assenting to it, declared that The London Times would have entertained the proposition from no other American newspaper.

## The Chicago Tribune

**The World's Greatest Newspaper**

(Trade Mark Registered)

Eastern Advertising Office: 1207 Croisic Building, 220 Fifth Ave., New York City

Nor the way in which the salesmen are handled by the executive.

Nor, lastly, the characteristic and striking advertising done in magazine and newspaper.

None of these alone suffice to



**Cool**

**THIN**  
But how they  
fool holes!

**THE INTER WOVEN**  
OUTWEARS THEM ALL.

Listas 25c. 35c. 50c. Silks 50c.

NEWSPAPER AD AND SHOW-CARD IN ONE

let the reader into the secret of the Interwoven sales. Plenty of concerns employ several or even all of the methods without scoring remarkable success. It is the way in which the methods are carried out, not so much the methods as the animating spirit.

"You know," said Mr. Mettler, "there are two kinds of business. The old type of manufacturer spread his goods out before the dealer and said: 'Here are our goods. Do you want them?'"

The new kind of manufacturer says to the dealer: "What do you want? We'll make it for you!" One tries to jam through his own personal idea or product; the other finds out first *what will go*.

"The modern theory of marketing is finding out *what the dealers know the consuming public wants* and then supplying it to them. This is the line of least resistance. First, the consumer gets what he wants. Second, the dealer, in consequence, gets what he wants. Third, the traveling salesman, in consequence, gets what he wants. Sales friction and factory guesswork are eliminated at a stroke by gauging the exact nature and extent of the demand as far as possible *in advance*."

How is it to be done? That was the main problem that confronted Mr. Mettler after he had organized the Interwoven Stocking Company, back in the fall of 1905. About two years previously, as counsel for a local bank, he had looked into the affairs of the Kilbourn Knitting Machine Company, of New Brunswick, and had assisted in its reorganization.

"Edward E. Kilbourn was for more than fifty years the leading hosiery machinery inventor of the world," said Mr. Mettler, "having invented the power loom for full-fashioned hosiery and made practical the seamless-hosiery machine which later formed the foundation of the Interwoven machine of the present day.

"In this connection I became familiar with the manufacture of hosiery machinery as well as of



PANEL WINDOW CARD THAT INJECTS HUMOR IN CAMPAIGN

hosiery, and later, through the Interwoven Stocking Company, became familiar with the selling methods."

The new company made its first shipment of merchandise in



## Interesting to Men—But to Women

the question of dress is one of more than mere utility. It is one of their absorbing interests. It is the recognition of this fact that has made McCall's Magazine a publication of great influence.

A policy which makes the dress standards for many millions of American women can be used as a selling influence for your products—if you will.

**CHAS. D. SPALDING**

Advertising Manager

236 West 37th Street, New York

Boston  
201 Devonshire Street

Chicago  
Tribune Building

1,200,000 GUARANTEED

\$6.00 A LINE

March, 1906. Its product was a men's wear specialty different in construction from the general product of the market. It was made in three grades of silk and silk lisle, to be sold under the broadest guarantee at 50, 35 and 25 cents, yielding a normal percentage of profit to the dealer, neither so small as to chill his interest in the goods nor so large

have been glad to get back into the jobber fold.

For the daring few, the market was a tempting one. There are no authoritative figures available to show the output of men's hosiery alone. The 1913 total for men's, women's and children's, domestic, is \$75,000,000, mill price, men's hose making up about one-quarter of that, or, say, \$17,000,000. The 1905 figure was, of course, somewhat less. All but a small portion of it was supplied by jobbers. Mr. Mettler thought it possible to get a good share of it for Interwoven.

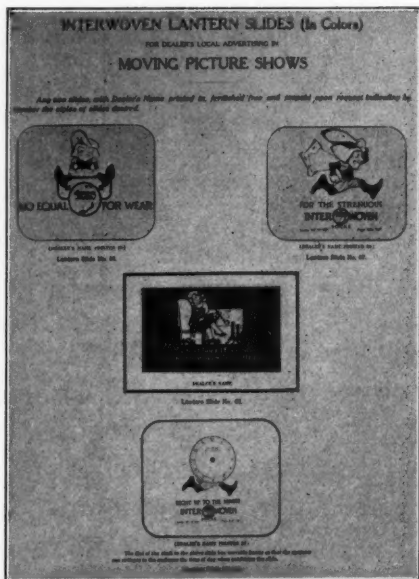
How, then, go direct—how reach and win over the dealer? We have seen how he simplified the problem. His first move was to get the best salesmen he could get in the field—men who had sold goods in the hosiery or some allied line and who knew the dealers by their first names. He picked them up wherever he could get them and put them out on territory, or on a straight commission basis.

He did with them, however, what is not always done with commission salesmen; he carefully supervised and controlled

their movements, just as carefully, in fact, as if they had been a salaried staff. Each salesman reported each day the city he made and the dealers upon whom he called, together with the results, and such other information as might be of interest to the sales manager. The reports were checked up in a book to insure salesmen calling on each customer in each territory a certain number of times each year.

It is the nature of this "such other information" the salesmen secured from the dealers that

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PAGE FROM CATALOGUE SHOWS MOVING PICTURE DEVELOPMENT NOT NEGLECTED

as to make him feel he would be overcharging the consumer.

Trade-marking and guaranteeing the product meant in this line going to the trade direct. Hosiery jobbers, like the jobbers in some other lines, are opposed to other brands than their own, and it would not have been practical to have placed the Interwoven line through them.

The jobbers in the hosiery line are, however, exceptionally strong. Few manufacturers have attempted to break away from them and distribute their trade-marked goods direct, and some of them

# To What Extent Can Manufacturer Give "Service" to Buyers?

In a recent talk to his sales force, President Joy, of the Packard Motor Car Co., made it very clear that there is a fairly definite point beyond which an automobile manufacturer should not go in rendering "service" to the auto owner. What is the reasonable limit, and what considerations govern the fixing of this limit? The editor of *PRINTERS' INK* asked Mr. Joy to explain his policies, and he does so herewith.

By Henry B. Joy

President, PACKARD MOTOR CAR COMPANY, Detroit

**I** CERTAINLY appreciate your very kind letter of September 24th, touching on a very difficult problem in all lines of business—the question of service. It is exceedingly complicated in a mechanical device which requires intelligent and skilful use and care.

The quotation attributed to the late Marshall Field is ideal that "The customer is always right." But unfortunately all people are not exactly fair. This should be the guide. The customer should at least be assumed to be right. But now and then an owner and now and then a chauffeur (if the business be that of building and selling motor cars) will press for things which they ought not to have in the hope of getting them free. If they get what they ask for they think they are entitled to it, and therefore no credit accrues to the giver.

To treat all people alike and fairly should be the slogan of every man in business. My idea has always been that it is far preferable to treat the trusting, confident customer who makes no bluff and bluster as fairly as any other. In these days of keen pressing of claims by those who enjoy the game of bluff, seeking to get that which possibly they themselves feel may be a trifle beyond the limit of justice, it is exceedingly difficult to conduct a large and complicated business to the satisfaction of all customers. It has become plainly evident in the conditions of business to-day, as the result of the attitude of store-

keepers who do not conduct their affairs squarely on the one-price, equal-treatment-to-all basis and force customers to negotiate for their rights, that the adoption of the fixed rule, "The customer is always right," is not easy.

Any concern to-day adopting the fixed rule, "The customer is always right," and yielding always to the pressing demands of the importunate negotiator, would indeed be short-lived. It is a curious thing that in frequent instances those most able to pay their shop are the ones most importunate in pressing for privileges which no business house could permit at all and survive in the struggle.

The one - price - marked - on - the-goods house is the place where a customer is most likely to get full value for his money, rather than the house where hieroglyphics mark the selling price, permitting the adroit store-keeper or salesman to extract from the trusting and uninformed customer more than the article is worth. Bargaining and haggling and negotiating, as is the general custom abroad, is very offensive to the American who wishes to order by mail or telephone or telegraph without wasting his time.

## DIFFICULTY OF FIXING HARD AND FAST RULES

That is the same problem which is involved in the service end of any business, but it is difficult to put down hard and fast rules of what is exactly proper service. It

must be left to the good judgment of the employee; meeting the conditions according to his good common sense. Where he feels that the customer is asking more than he should, the measure must always be "Could we do the same thing for every other customer without their asking for it?" This is the basis of the equal-treatment-to-all policy.

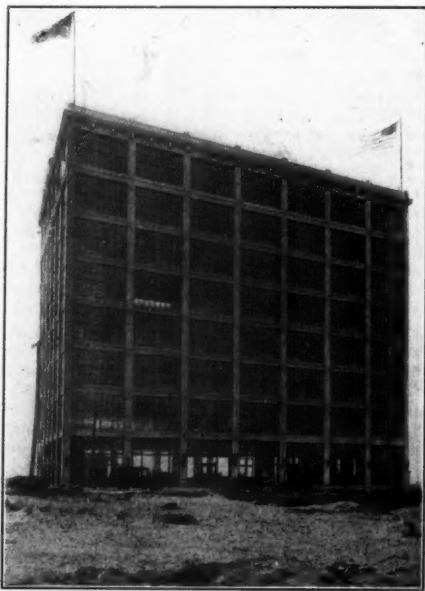
Of course the business of installing a complicated piece of machinery, or an organ, or other device, must include the cost of instruction in operation. The negligent parties in the care of a device thus installed must thereafter be responsible for their own negligence and pay for their own faults, if the equal-treatment-to-all policy is maintained. Otherwise, those who get along without any service and take excellent care of and intelligently operate the device, and are no burden upon the manufacturer (because it is upon the manufacturer that this burden must ultimately fall) are paying for bills which justly ought to be paid by those who are negligent.

It is very difficult for a salesman to avoid being placed in an embarrassing position when a distinguished citizen makes assertively claims for service which the salesman feels he is not justly entitled to have. The distinguished presence and distinguished ability with which a keen lawyer or business man may present his case with the salesman, and the fear the salesman has of offending him and of driving away his patronage renders the salesman weak and fearful of taking an erroneous position on behalf of the house he represents.

The way to overcome this embarrassment, in my opinion, is to induce adroitly and inoffensively by illustration or otherwise the customer to put himself in the place of the company the salesman represents. In most cases this changes the imperious demand of the possibly irritated patron to a thoughtful study of the possible righteousness of his cause.

It is clear that the customer cannot be always right, but it is clear also that the duty of the salesman or business house toward the customer must be that he is assumed to be right, and presumed to be making only a reasonable and fair and proper demand. The skill of a salesman in digesting the principles of the house he represents and adroitly presenting them so as not to offend and to gain the confidence and good-will of the customer is the all-important thing.

The good-will of the patrons of



PACKARD IDEA OF SERVICE—A BIG BUILDING, NEITHER SALESROOM NOR FACTORY, BUT RUN TO GIVE "SERVICE" TO OWNERS

an institution is the thing of chief value to it in the lapse of time to maintain its industrial welfare in the struggle for business success. I assume that the good will of a customer cannot be purchased. He cannot sell his good will. It will not stay bought. If a commercial house does not deserve good will by reason of the quality of its goods, by the methods under which they are sold, by the service rendered, that good will upon which the company's success depends will slip through its fingers. If we know and can prove that we are right, fair, equitable and sound in our principles, the customer's good will will attach involuntarily. It will belong by right of having won it fairly by right of deserving it. Is there any other possible solution?

### Change in Haynes and Jeffery Auto Accounts

Advertising for the Haynes Automobile is now being handled by the Williams & Cunyngnam Advertising Agency, 1710 Mallers Building, Chicago. The Williams & Cunyngnam Agency also announces that D. Minard Shaw, who has handled the Haynes account, is now connected with their organization. The Williams & Cunyngnam Advertising Agency also announced late last week that it had secured the Thos. B. Jeffery Company's account for the Jeffery automobiles (formerly called the Rambler). The schedule for the latter account, which is said to include both newspapers and magazines, will be ready to be announced shortly, according to a member of the agency.

### Hannon Succeeds Bedford at Louisville

R. F. Hannon has succeeded E. H. Bedford as advertising manager of the Stewart Dry Goods Company, of Louisville, one of the houses in the Clafin chain. Mr. Bedford has become manager of a new department store at Regina, Can., operated by the C. W. Sherwood Company. Mr. Sherwood, head of this company, formerly managed the Stewart store in Louisville.

### Barry Out of L. & N. R. R.

W. B. Barry, advertising manager of the Louisville & Nashville Railroad Company, with general offices in Louisville, Ky., has resigned after eleven years' service to become advertising manager of a St. Louis printery. F. A. Russell has been appointed to succeed him. Mr. Russell has been in the rate division of the passenger department of the road.

### Chicago Ad Men's New Officers

James M. Dunlap, of the Dunlap-Ward Advertising Company, was re-elected president of the Advertising Association of Chicago at the annual election last week. The election brought out quite a spirited contest between the "regular" and "members" ticket. Mr. Dunlap headed the "regular" slate. The other officials elected were: First vice-president, Henry D. Sulcer, Chicago Tribune ("members" ticket); second vice-president, G. G. Place, publisher's representative ("members" ticket); third vice-president, W. H. Simpson, A. T. & S. F. R. R. ("regular" ticket); financial secretary, Louis B. Dorrr, Thomson & Burton Company ("members" ticket); recording secretary, John A. Tenney, publisher's representative ("regular" ticket); treasurer, Robert J. Virtue, newspaper representative ("members" ticket); directors for three years, Charles H. Stoddard, Frank A. Munsey Company; W. H. McCurdy, Vickery & Hill Publishing Company, and Stanley Clague, The Clague Advertising Company ("regular" ticket), and J. P. Beringer, Chas. H. Fuller Company ("members" ticket). The first meeting of the new board of directors will be held the first week in November. President Dunlap has announced that he has a number of plans for the advancement of the club during the coming year. One of these contemplates educational work along advanced lines. The Advertising Association of Chicago expects to have a membership of 800 by December. An issue of \$10,000 in bonds has been practically all subscribed by members of the association. This fund is to pay the indebtedness on the furnishings and equipment in the new club quarters.

### Gauss to go with Leslie-Judge

F. L. E. Gauss will become general manager of the Leslie-Judge publications after November 8. Mr. Gauss was at one time circulation manager of *McClure's*, leaving them to go with the *Housekeeper* as advertising manager. When the *Housekeeper* was absorbed by the McClure Publications, Mr. Gauss joined the staff of *Collier's* and has represented that publication since, devoting most of his time to the advertisers in Philadelphia, Baltimore, Washington, Richmond.

### Garwick Advertising Manager of General Roofing Co.

Walter C. Garwick is now advertising manager of the General Roofing Company, East St. Louis, Ill., vice James C. Woodley, resigned.

Lee-Jones, Inc., are now handling the account of the Jewell Manufacturing Company, of Auburn, N. Y., manufacturers of the Jewell Heat Controller.



Blythe, Irvin Cobb and an  
the newspaper training school

"Americans beat the world  
haven't an H. G. Wells on this  
tunate.

"More than 30,000 manuscript

From an interview with Mr. George Horace Lorimer  
Editor of "The Saturday Evening Post" published in "THE EDITOR" of August 25<sup>th</sup> 1917

An analysis of any issue of  
**THE RED BOOK MAGAZINE**  
will show the works of the  
greatest living writers

number of others graduated fr  
t short story writing. We  
ide, though, and that is unfor-  
early are received and read

NOVEMBER 1913  
PRICE 15 CENTS  
THE  
**RED BOOK**  
MAGAZINE

GREAT  
NOVELS by  
Rupert Hughes  
George Randolph Chester  
Lillian Chester  
H.G. Wells  
and 13 All-Star  
SHORT  
STORIES  
224  
pages



## Nationalize Your Product for about \$5000

**T**O nationalize your product, you must have it on sale fairly generally over the country—and have housewives throughout the land know it and demand it.

**Y**OU can take from six to ten years to accomplish this—and all the time you and your son are getting older—or you can do it in twelve months. And the expense of this twelve months' campaign will be some \$5000—well inside of \$6000.

**A**RE you willing to do what one after another has done with probably no better product than yours? GOOD HOUSEKEEPING has taken up one article after the other—first testing it to insure excellence—and conducted it to national distribution with ease.

**T**HE first and most necessary step is to get your product tested or analyzed by our experts. When we are assured that your goods are a good buy for our readers, the first advertisement is launched—and only a full page is worth while at that stage. Later, you may go to the half and even quarter page as part of

the propaganda. Our Service Department will prepare the advertisements for you or you may have an agency handle the work.

**B**UT the main thing is to tell a wonderfully responsive public what you have, clearly, and to have consumers name dealers. Then you work on receptive dealers. The process is absurdly simple—but only so because for years the readers of GOOD HOUSEKEEPING and thousands of merchants in every line have learned that we advertise none but worthy products.

Confidence is a plant of slow growth—if we accept your article, it means *reliable* to over 300,000 women and their retail merchants. When we make our friends yours, we attach your goods to the hearty good-will which it has taken us ten years to create.

**A**NUMBER of concerns, having but local or special distribution, have availed themselves of GOOD HOUSEKEEPING advertising under a twelve-times contract, without very much faith, and have nationalized their product before the contract was renewed.

**G**OOD HOUSEKEEPING advertising is a practical man's proposition. A complete campaign costs between \$5000 and \$6000—no more. We will give you the names of companies that have carried through such campaigns with us, and let you ask them whether they are satisfied.

*Richard H. Waldo*  
Advertising Manager.

GOOD HOUSEKEEPING MAGAZINE,  
119 WEST FORTIETH ST., NEW YORK

## Pictures Instead of Samples for Heinz Salesmen

Illustrated Portfolio Showing Fifty-Seven Varieties in "True to Life" Colors—Dealer Taken on a Picture Trip Through Factory—How the Book Is Arranged so as to "Sell" Dealer

**I**F there is one thing any self-respecting salesman heartily dislikes, it is a sample case. And the heavier the case the heartier the dislike.

There is something about having to carry a sample case that hurts the pride, to say nothing of what it does to the muscle. And it places a man at a considerable disadvantage when calling on new trade. When the wily dealer catches a glimpse of a sample case his mind begins to run in the direction of salesmen, long arguments, two hour debates and other equally terrifying things, and he is very apt to look around for a convenient cracker box or pickle barrel to hide behind.

To avoid this some salesmen will sneak into a store when the proprietor has his back turned, hide the tell-tale case behind the counter, and after things have developed to the sample-showing point, beg to be excused and hunt up the case. Others won't bring a case into the store the first time, but call around later with the samples.

On the other hand, there are salesmen who realize that samples are their best selling argument and could not be persuaded to go on the road without them. These men know the dealer. They have learned his "show me" characteristics. They know he is not of the type that is apt to accept an unsupported word, and that "blue sky landscapes" roll off his back like water off a pelican's.

Realizing both the dislike that salesmen have to carrying a cumbersome sample case, and at the same time appreciating that the sample was almost necessary in selling its line, the H. J. Heinz Company worked out a plan a few years ago which after a thorough

trial has made good in every way, and is reported to have made an actual saving of many thousands of dollars.

### CUTS MADE DIRECT FROM PRODUCT

In a sentence, the Heinz plan is to furnish the salesmen with elaborate portfolios, or catalogues, showing the complete line in colors. These illustrations are made by the three-color process directly from the product. In this way they "can't lie," and are just as "true to life" as an actual photograph. Being printed on a heavily coated stock, and great care used in the "make-ready" these illustrations mean as much almost to a dealer as an actual sample. To further this "true to life" appearance the cuts are full-page size, in many cases the full size of the product itself.

To take care of additions or changes in the line the portfolios are in loose-leaf form. Double pages—that is, pages that fold over two or three times, as many do—are backed along the fold with a linen hinge. This prevents the heavy enameled stock from cracking and insures long life. The binder itself is of heavy embossed seal, reinforced with brass corner pieces.

As may be surmised, no expense has been spared to make these portfolios just as effective as possible. They cost anywhere from thirty-five to fifty dollars each, based on the first cost of the color plates, but even in view of their costliness they have paid for themselves many times over—in fact, it is the attractive and convincing appearance that more than anything else contributes to their success.

### ARRANGEMENT OF CONTENTS

But the most commendable thing about the portfolio is the manner in which it is arranged from a sales standpoint. When you open the cover you are at once interested in a large double page map of the United States in colors, showing the extensiveness of the Heinz organization. On this map are indicated the many distributing stations, salting houses,

etc., which make it possible for the Heinz fifty-seven varieties to be sold at such a low figure to the dealer.

Then the prospect is impressed by the responsibility of the concern by being taken through all the Heinz factories. He is shown sanitary precautions hard to realize without actual photographs.

And side by side with these cleverly arranged groups of photographs is a running story about the "Fifty-seven Varieties." There is something that touches a human chord in the presentation of this story of a great success, and it is hard for the dealer to avoid looking at the handsomely printed illustrations as he listens to the salesman's story. And after listening it is even harder for him to doubt the responsibility of the H. J. Heinz Company, and the uniform good quality of their many more than 57 products.

With the dealer in this state of mind, the book and the salesman gently bring him down to earth with some very real color plates of the product. The salesman explains how these illustrations are actual reproductions of the product itself. He calls attention to the quality of the pickles, or what not, their size or whatever may be the talking point, and paints a glowing word picture of how a gross would look "on the shelf up there where you have the empty fruit jars." And no matter what product the dealer is interested in there is an actual reproduction in colors to show. The whole selling talk is so interesting and so convincing that it takes an unusually callous dealer to send the man away without an order.

#### OTHERS USING "PICTURE-SAMPLES"

Of course this portfolio does not do away with samples completely. It would be pretty hard to sell vinegar, for instance, without a handy vial to stick under the doubting dealer's nose at the psychological moment. But it does away with cumbersome sample cases, and above all makes it possible to carry a complete line of samples, a task physically impossible under the old method.

The Heinz people, however, are not alone in this method of arming salesmen with "true-to-life" pictures instead of samples. The Carter's Ink Company uses a very expensive set of 40 hand-colored photographs, put up in a leather binder for the same purpose. These books, it is claimed, have been the means of bringing in a lot of business that might have otherwise slipped away. The Carter's Ink Company's portfolios are said to cost \$25 each.

The National Lead Company uses the same idea in relieving their salesmen from the necessity of carrying around a lot of dealer material. It found that its men greatly disliked carrying bulky posters, booklets, etc., and so the advertising department got the whole up in the form of a portfolio of photographs which was found quite as satisfactory. Two years ago, when Swift & Company wanted to illustrate an extended toilet soap assortment they equipped their salesmen with hand-tinted photographs showing the different assortments. It would have been impossible for a man to carry samples of all these soaps, so they did the next best thing and furnished him with hand-colored samples in picture form. With these the salesman was able graphically to picture how the assortment would look in his showcase, and all he was getting for his money.

There are many others, for the idea is by no means a novelty, but the plan of getting the portfolio up in a way that will take the skeptical dealer to the factory and show him how the product is made seems an idea worthy of greater application.

#### Lord & Taylor Will Refuse Bouquets

Lord & Taylor, of New York, have sent cards to manufacturers, jobbers, importers and others with whom the firm deals, which say that under no consideration will any flowers be received when the new building at Fifth Avenue and 38th Street, is opened.

Concerns which sell to retailers often feel under obligations to send testimonials of their good will when a retailer removes to new premises, and Lord & Taylor intend to do what they can to curb the practice.

## Profitable Ways of Distributing Booklets

Methods That an Advertiser Has Found Resultful—Letters Mailed with the Booklet Often Advisable—Dealer's View of Paying for Literature—Address before Advertising Affiliation

By Charles Oswald

Adv. Mgr., The Joseph & Feiss Company ("Clothcraft" Goods), Cleveland

**FIFTY** per cent of the effectiveness of a booklet depends upon the method of its distribution. Haphazard methods are wasteful.

As much study and care should be given to the system of distributing the booklet as to preparing it, because the best booklet in the world will fail unless it is read. This is obvious, but it leads to the proposition that for every booklet printed there is a reader, and unless the two get together you have no spark to start the business motor.

There may be other ways into which this subject can be divided, but I think that the two that interest us most are the distribution to the consumer direct, and the distribution through the dealer. The first division I shall pass over hastily, as we are all more or less familiar with the usual forms, also because I am more familiar through experience with the second division, and decidedly more interested in it.

Just as the ideal situation for a salesman is to have the prospective customer request him to call, in the same way the best results are going to be secured from the booklet by having the consumer ask for it. For this reason the most effective method of distributing booklets to the consumer is through requests or inquiries induced by our advertising.

The consumer certainly would not ask for a booklet unless he wanted it, and presumably the reason he wants it is because he is interested in a product and wants to know more about it.

However, while this method insures the best results from book-

lets distributed, it is not usually the quickest means of getting a booklet before the public. The advertising must be unusually strong, and a booklet played up unusually big, in order to get a man to send for it, but when he does the booklet is in the same position as the salesman who comes by appointment.

A quicker method is to send a booklet to a list of names. As it comes unasked for, this is not so effective as the first, and there is bound to be more or less waste. This can be obviated to a large extent, however, by carefully selecting the list, making reasonably sure that every man on it is or ought to be interested in the product.

### MAKING PEOPLE BEGIN IN THE MIDDLE

Of course, a great deal depends on the quality of the booklet itself, but oftentimes its interest can be enhanced by making an effort in some way to call attention to some particular point in the booklet. This may be done by marking or underscoring certain lines or paragraphs. It can also be done more effectively by enclosing a letter with the booklet, and emphasizing in a letter, some strong point that is elaborated in the booklet, possibly referring the reader to a certain page and line.

This is especially effective because the average human being is so constructed that he can confine himself to reading only the certain parts suggested. He is almost sure to read three or four times as much, or perhaps all of the booklet. It has also been found that it is easier to get the average human being interested in a book, by starting him in the middle or at the end, than by starting him at the beginning in the regular way.

This may be due to nothing more than the natural perversity of the average human being, or it may be due to another cause, namely, the feeling of the average man that he is too busy to read anything of any length through from beginning to end. Be that as it may, if you invite



him to select certain sentences or paragraphs the chances are he will begin his reading from that point, through to the end, then go back to the beginning for more.

Some salesmen take advantage of this trait of human nature, and instead of introducing themselves in the regular way, start their talk in the middle, so to speak, and introduce some startling question or argument to force the buyer's attention. Securing this, he then introduces himself, and states his business. Enough, however, of this dissertation on human nature.

The fact remains that by suggestion and by getting the reader to exercise the principle of selection, we can throw high-lights on a booklet which will set it apart from other mail matter that comes across a desk.

Advertisers have found it profitable to distribute a large portion of their booklets by enclosing them with the article itself. Of course, there is no merit in this method as far as introducing the article and making new sales are concerned. It has particular value, however, in the fact that even after the consumer purchases an article he does not know all of its merits. In other words, by pointing out additional uses or advantages, and giving the consumer a clearer idea of the value of the article and its points of superiority, the consumer is more thoroughly sold and is more apt to continue preferring this particular article over others.

There is also the chance that, indirectly, the booklet in this manner will receive further circulation at no extra cost to the advertiser.

#### DISTRIBUTION THROUGH DEALERS

Distribution through the dealer is done in two ways. First, by sending him a supply which he distributes either by mail or from his counter or both; second, by securing his mailing list, and doing the mailing for him direct from the office of the advertiser. The latter is the preferable and more certain way of getting the booklets distributed. With the former there is always a chance

that some of the booklets are going to be wasted through neglect of the dealer.

However, the dealer is not always willing to have the booklets mailed for him. He prefers to mail them himself, and keep his list in his own store. We handle them for him either way. We either mail them for him or send them direct, but in either case we charge him a part of the cost of the booklets, exclusive of the postage. This reduces to a minimum the chance that the booklets will not be distributed when the dealer orders them shipped direct to him, because naturally he is more interested in something in which he has his money invested.

We charge our dealers one cent for each booklet, which covers about half of its cost. We consider this fair, as the booklet is designed to help the dealer move the goods from his shelves.

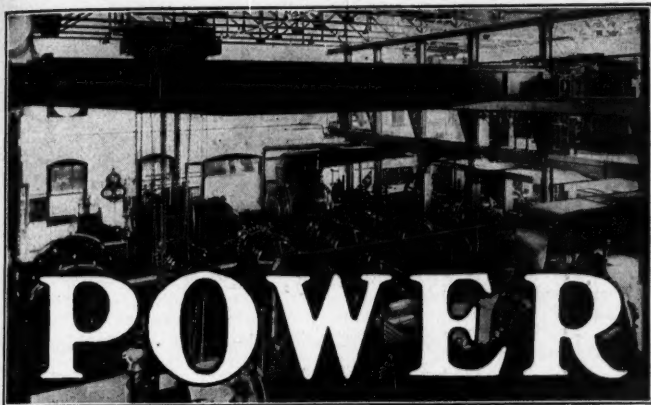
If he were to get out a feature of similar quality and effectiveness it would cost him a great deal more than the small charge which we make. The dealer's imprint appears on the booklet, so that it is as much his own advertising as if he issued the booklet himself.

Some time ago a dealer who had never used booklets came in and told me that he wanted a supply. I said, "All right, we'll furnish them for ten dollars a thousand." "What!" he said, "do you mean to say that I've got to pay to advertise your brand?" "No," I said, "I merely ask you to help pay part of the expense of moving your goods off your shelves."

"These goods are yours, are they not? You bought and paid for them and you're anxious to sell them at a profit. The booklets will help you do this. That is all that you can ask of any advertising—that it help to sell the goods on your shelves and on which you make a profit, regardless of the name the booklets bear."

"You are not selling names, you are selling merchandise—*your* merchandise—and the fact that it bears our name makes it none the less yours. When you advertise





## Helps the Salesmen of Power Plant Goods

POWER subscribers, due to the quality editorial and subscription policies of the paper, are buyers, or influence buying, of power plant goods.

Thus POWER works hand in hand with the sales force of POWER advertisers, in addition to producing direct results.

Proof of this is found in the following letter from the representative of a page-a-week POWER advertiser.\*

\*Other proof on application.

*"When I go into a plant and see a copy of  
POWER I know I'll get a good hearing.*

*The POWER advertising of the house which  
I represent has made my prospects familiar  
with our goods, thus making it unnecessary  
for me to get off a long introductory story.*

POWER can help your sales force—can aid any sales system you have in operation. Put it to the test.

**Circulation 31,000**

**Hill Publishing Co., 505 Pearl St., New York**

**Also Publishers of The Engineering and Mining Journal,  
Engineering News, American Machinist and Coal Age**

## *Because It Was Right*

Because it was the right thing to do, the price of Collier's was made 5 cents a copy, \$2.50 a year—

Because Collier's is logically a 5-cent instead of a 10-cent paper—

And because subscribers who pay 5 cents for a 5-cent magazine are better satisfied, more content, more responsive to editorial and advertising appeal than subscribers who pay 10 cents for a 5-cent magazine.

That we did not misjudge the public response is shown by the fact that our circulation is advancing in just the steady, substantial way that we planned it should.

Before May 1, 1913 . . . . . 530,874

October 1, 1913 . . . . . 623,509

February 1, 1914. . . . . 700,000

Next Announcement "*How We Get It.*"

*T. L. Patterson.*

Vice President and General Manager.

### Branch Offices of P. F. Collier & Son, Inc.

Atlanta	Washington	Boston	Buffalo	Cleveland
Chicago	Cincinnati	Denver	Detroit	Indianapolis
Kansas City	Louisville	Memphis	Milwaukee	New Orleans
Omaha	Philadelphia	Pittsburgh	Providence	St. Louis
St. Paul	San Francisco	Syracuse	New York	Dallas
Portland	Newark	Minneapolis	Toronto	Wheeling
		Baltimore		

your own unbranded goods you pay all of the expense. Why should you object to paying only part of the expense on goods bearing your name, when this name stands for a standardized quality that makes it easier for you to sell and therefore insures you a larger profit?"

He took the books and paid the price, and this season he came back for more.

When we mail the books for the dealer, we charge him for postage, in addition to the charge made for the books. But we make no charge for the mailing service.

The point that I wish to make emphatic is that in order to insure its use to the best advantage *we must sell the dealer the advertising*. This does not necessarily mean that we must make a monetary charge for it. Usually the reverse is true. But it does mean that the dealer must be so thoroughly impressed with the value of the advertising to him that he wants it badly enough to ask for it and to use it when he gets it.

We never send the dealer a single piece of advertising unless he requests it. Of course, we give him every opportunity in the world to order, and we go about the problem of distributing booklets and other advertising in the same systematic way we use in the distribution of our goods.

At the beginning of the season we send the dealer a booklet describing the advertising campaign and the special features which we will furnish. To this is attached an order card on which he may specify the kind and quantity he desires. This booklet covers all of the features.

Later we follow this up with special letters and circulars, working on separate features, and enclose more order cards. We have found by experience that this is a better plan than to let our salesmen solicit orders for advertising. We feel that the salesman has a big enough job to sell the goods, especially when the salesman's selling period is very limited. The salesman's year in our business consists of two seasons of about

eight weeks each, and he must sell his whole year's business in those two short periods.

#### ASKED-FOR LITERATURE PROVES EFFECTIVE

We have found, since we have been soliciting orders for advertising direct from the advertising department, that we have been able to distribute more advertising. We have also found that there has been less confusion and fewer errors in the handling. Of course, we frequently hear complaints from dealers that they did not receive advertising. Invariably, on looking the matter up, we find that we did not receive their orders for it.

We still have a great deal of educational work to do along this line, as we must impress the dealer with the fact that in order to get advertising some effort on his part is necessary. The principle is that we do not care to send out advertising unless we are reasonably assured that it is going to be used.

In the matter of booklets, we could easily make our edition three to four times as large, but the chances are that not nearly so many would be actually distributed as under our present plan. Of course, where we make a charge for the booklets it is absolutely necessary that we have an order for them, signed by the dealer, and this is charged to him on the books and billed the same as our merchandise.

Good results have been secured by some advertisers, by merely asking the dealer to pay the postage, then mailing all of the booklets through the advertising department. This solves the problem as far as distribution is concerned, but some dealers object to having outsiders handle their mailing list and I also believe, as I have said before, that the dealer is decidedly more interested when the booklets represent some actual money investment on his part.

A great deal of care must be exercised in selling advertising, as I have put it. If anxiety to sell becomes too apparent—if, in other

words, a manufacturer leads the dealer to feel that the manufacturer has an oversupply which he is anxious to get rid of—the purpose is defeated. The idea of service should always be uppermost, and a dealer should be made to feel that the manufacturer is sincere in wanting him to use what is good for his business. Incidentally, of course—and do not attempt to conceal this point—it is also good for the manufacturer, but the dealer can be made to see that the manufacturer cannot possibly profit from it unless the dealer benefits first. The advantage to the dealer must appear many times larger than the efforts or expense of using a manufacturer's advertising.

There is another phase of the booklet distribution problem that I wish to touch upon. This is the matter of booklets sent from the firm for the dealer's own use, or as a means of creating new business.

#### SIMPLE BUT PROFITABLE IDEA

As I have said before, wherever possible send a letter with booklets, either before, after or enclose it, calling particular attention to some especially strong point in the booklet, or pointing out its purpose. There is a very simple little idea in connection with these letters that has worked out successfully. That is, in sending out a booklet which ought to be of particular interest to the dealer ask him to accept it with the sender's compliments. I have tried this stunt several times on prospective dealers, and have received letters back, thanking us for sending them the particular feature in question, and commenting on its value to them.

In the case of a prospective dealer, I think all will admit that it is a little unusual for him to thank us for sending him advertising, as usually he is not prone to express his gratitude for being solicited.

Another point that will help to enhance the interest of a booklet is asking a man for his opinion of some particular point in it. The most precious thing on earth to a

man usually is his own opinion; it does not matter much on what subject—and to ask him for it is a very subtle and strong appeal to his vanity, and vanity is one of the most vulnerable points of attack for the salesman and the advertising man. From the president down to the office-boy, we are all more or less susceptible to flattery in some form or other. We all "fall for it."

Of course, the good booklet writer recognizes this and takes advantage of it in his copy, but you can also make use of this potent force in your method of distribution. Generally, it has to be very carefully concealed, but it invariably works.

Every legitimate means to enhance the value of a booklet and emphasize its importance and value to the reader is bound to increase its efficiency. I have pointed out some of the ways of doing this. There are as many other ways as there are thinking advertising men who use booklets. We are realizing more and more every day that our job is not completed when the booklet is off the press, and that no care, judgment and skill should be spared in devising the best methods for putting this potent selling force before the eyes of the man for whom it was prepared.

#### Encyclopædia Britannica's List

The Encyclopædia Britannica Company, whose half-million-dollar campaign is attracting considerable attention, has been working on the list of mediums to carry its four-page inserts. Up to Wednesday, October 16, the list as given out by the Frank Presbrey Company will include *Everybody's*, *McClure's*, *Munsey*, *Sunset*, *National Geographic Magazine*, *Cosmopolitan*, *Hearst's Outlook*, *World's Work*, *Review of Reviews*, *Atlantic Monthly*, *Century*, *Scribner's*, and *Harper's*. Two-page inserts will also be run in the *Metropolitan* and *American* magazines.

#### Dunlap-Ward New Accounts

The following are among the new accounts recently secured by the Dunlap-Ward Advertising Company, Chicago: Jackson Automobile Company, Jackson, Mich.; Reynolds-Brown Company, Chicago, makers of Arbeco all-glass automobile lamps; J. R. Watkins Company, Winona, Minn., food products; Dart Mfg. Co., Waterloo, Ia., automobile trucks.

## Statement of the Ownership, Management, Circulation, Etc., of

# New York American

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., of THE NEW YORK AMERICAN, as required by the Act of Congress of August 24, 1912.

Published daily and Sunday at New York.

Owner—STAR COMPANY, 238 William Street, New York City.

Stockholders holding 1 per cent. or more of total amount of stock:

The Star Company, 15 Exchange Place, Jersey City, N. J.

Known bondholders, mortgagees and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

Columbia-Knickerbocker Trust Co., New York City.

Editor—John Temple Graves, 238 William Street, New York City.

Night Managing Editor—T. V. Ranck, 238 William Street, New York City.

Business Manager—Howard Davis, Broadway and Park Place, New York City.

Publisher—Star Company, 238 William Street, New York City.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the six months ending September 30, 1913:

346,851

Average of the daily Morning Edition (excluding Sundays), 284,775; average of the Sunday American, 722,464.

STAR COMPANY,

By Bradford Merrill, Treasurer.

Sworn to and subscribed before me this 30th day of September, 1913.

CHARLES FRELLOHR,

Notary Public,  
New York County.

## THE MORNING AMERICAN

DETAILS OF THE CIRCULATION OF THE WEEK-DAY MORNING NEW YORK AMERICAN. TUESDAY, SEPT. 30, 1913.

A Normal Day.

City Carriers and News-Stands .....	233,826
Wagon Sales and Newsboys .....	9,435
Main Office and Branches .....	1,007
<b>NET CITY SALES..</b>	<b>244,268</b>
Suburban Carriers and Agents .....	58,586
Individual Subscriptions by Mail .....	3,239
	<b>61,825</b>

<b>TOTAL ACTUAL SALES..</b>	<b>306,093</b>
Exchanges .....	255
Advertising Department .....	737
Railroad, Ferry and News Co. Employees .....	625
Copies to The American's Employees .....	475
Files, Editorial, Free, etc. ....	590
Unsold Copies .....	2,587

**TOTAL..... 311,362**

Bradford Merrill,  
Treasurer Star Company.  
New York County, } ss:  
State of New York. }

Subscribed and sworn to before me this 30th day of September, 1913.

WILLIAM A. HAYES,

L. S. Notary Public, No. 254.

## THE SUNDAY AMERICAN

DETAILS OF THE CIRCULATION OF THE SUNDAY NEW YORK AMERICAN. SUNDAY, SEPT. 28, 1913.

A Normal Day.

City Carriers and News-Stands* .....	368,158
Wagon Sales and Newsboys .....	20,575
Main Office and Branches .....	2,036
<b>CITY SALES.....</b>	<b>390,769</b>
Suburban Carriers and Agents .....	363,395
Individual Subscriptions by Mail .....	2,843
	<b>365,738</b>

<b>TOTAL .....</b>	<b>756,501</b>
*Subject to returns of approximately 4 per cent. from city districts.	
Exchanges .....	185
Advertising Department .....	574
Railroad, Ferry and News Co. Employees .....	650
Copies to The American's Employees .....	827
Files, Editorial Rooms, Free, etc. ....	458
Unsold Copies .....	5,378

**TOTAL..... 764,573**

Bradford Merrill,  
Treasurer Star Company.  
New York County, } ss:  
State of New York. }

Subscribed and sworn to before me this 30th day of September, 1913.

WILLIAM A. HAYES,

L. S. Notary Public, No. 254.

## Textbooks for Manufacturers' Salesmen

National Cash Register Company Uses Manual Which also Acts as a Guide for Salesmen After Leaving School—Manner of Presenting the Lessons is of Vital Importance

**A** WESTERN insurance concern which is planning a manual for its salesmen writes PRINTERS' INK the following letter:

I have read the article on the training of salesmen and district managers in the October 2 number of PRINTERS' INK. We have been working for about a month on the preparation of a booklet to be known as a manual for our own sales people.

The question of what form this booklet should assume has not yet been definitely decided on. Your article suggests to me that this manual might be best in loose-leaf form, small enough so that it could be carried in the pocket. I should like to ask for a fuller description of these textbooks, the exact size of them, if you please, and were they printed or typewritten?

Your article certainly points out a new idea in the training of sales people and would be read with profit, I should think, by anyone interested in sales organization.

I shall appreciate very much any help or any information along this line.

An investigation of the textbooks used by three corporation schools shows that two of them use the loose-leaf style, while the third uses a bound volume.

The American Multigraph Sales Company, of Cleveland, Ohio, uses a manual of the loose-leaf type. These "manuals" are an evolution of a former series of "lessons" which were gotten out for school use in 8½"x11" multigraphed letter form. Finding that there was a need of the salesman carrying the lessons with him to refer to after leaving school, the Multigraph company revised the old lessons and had them printed on both sides of a lightweight page and bound in spring-back binders, calling it their manual. This manual is furnished to all salesmen as well as students, and contains a boiled-down summary of the many arguments that years of experience have taught sound as well as gen-

eral information regarding making out orders, commissions, allowances, office rules, etc. They are about 4x6 inches in size. On the inside cover of the binder is a label bearing the owner's name and address, with a notice that if lost a reward would be paid for its return. Each book is numbered and every salesman who receives a manual is charged \$25 until it is returned. As new arguments or rulings are created they are printed and mailed out to a list of all who have manuals.

The Addressograph Company, of Chicago, uses a similar book which it calls its "System Service Manual." This contains over 255 systems for which the Addressograph is used. The systems are filed according to business vocation, so that when a salesman is calling on a prospect he can at once turn to the business under discussion and show how others in that business use the Addressograph. These books are loose-leaf and illustrated with forms and charts so that they are very easily understood. The binder is of a size to hold both a catalogue and the special bulletins issued by the sales department, so that a salesman has a handy reference book to use in making sales. The size of the manual is about 6x9 inches. This book also acts as a textbook in school, as the nature of the Addressograph training course is based on applying the different systems to different lines of business.

The National Cash Register Company uses a bound book in which the information needed by N. C. R. salesmen is contained in a compact form. The book acts as a textbook while the salesman is in school, and a guide after he goes out on the road to sell. Great care is used by the National Cash Register Company in the presentation of its contents. It tries to get away from the danger of making the men feel that its instructions must be followed blindly, but makes the text matter more of a kind that will start them thinking in the right direction. These books are revised from time to time. Under this plan, which of course is adaptable only to large



organizations, it does away with lost pages, and as a book of this kind becomes more or less soiled in time, anyway, the printing of a new edition does not cost so very much more than constantly furnishing clean books to the men.

### I. H. C. Will Charge for Service Books

The International Harvester Company of America announces in the current issue of *The Harvester World* that hereafter a charge will be made for the various books published by the I. H. C. service bureau.

The reason for placing the charge on the books is shown in this excerpt from the company's announcement:

"When we consider both the size of the country and the demand, we find that it is too expensive to furnish our books free, as we have been doing. So, it has been decided to make a small charge which will cover the cost of mailing.

"When we receive a stamp or two we know the sender really wants the book, and we also know that he will use it in the best way. We are willing to render all the help we can; but we have found that the best way to help a man is to help him to help himself. In establishing the prices for the books, we have endeavored to meet the public more than half way."

Among the books for which a charge will be made hereafter are: "The Story of Bread," "Creeds of Great Business Men," "The Golden Stream," "For Better Crops," "The Story of Twine," "For Better Crops in the South," "The Disc Harrow," "The Binder Twine Industry," "Harvest Scenes of the World," "Building Plans."

### Kennedy Joins McClure Publications

Joseph W. Kennedy is now associated with the advertising department of the McClure publications.

Mr. Kennedy went with the *Woman's Home Companion* in 1888. When the Phelps Publishing Company bought *Good Housekeeping Magazine*, Mr. Kennedy was made a director and placed in charge of the advertising in New York and Philadelphia. In 1907 he left the advertising business to become treasurer of the Brewster Cocoa Mfg. Company when Albert Stollwerck reorganized it.

### Vail with Waltham Watch Co.

E. L. Vail, formerly associated with C. F. Splitdorf, and recently sales manager of the Hoeffcker Speedometer Company, has been placed in charge of the automobile timepiece department of the Waltham Watch Company, Waltham, Mass.

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel



### Big Electrical Campaign

At the annual rejuvenation and banquet of the Jovian Order, held last week at the Continental Hotel, Philadelphia, plans for a monster advertising campaign were discussed. This order is composed of men in the electrical business and there are 750 members in the Philadelphia branch. The members present pledged material support to the campaign fund to be used in newspaper and magazine advertising of a non-technical character. With a view of bringing about an increased electrical development, a motto, "Do It Electrically," was adopted.

One of the speakers of the evening was Thomas Bibber, of New York, representing the Society of Electrical Development, who spoke on "Electrical Co-operation." Further, he explained the plans for the campaign at length and called upon the Jovians to give it their support. It is intended to spend at least \$200,000 in advertising and in otherwise developing the industry throughout the country this year. The other speakers at the dinner were Chauncey High and Dennis Schaler.

### Marshall Field May Enter Talking Machine Field

It is announced in *The Talking Machine World* that Marshall Field & Co., Chicago, are planning to enter the talking machine field as manufacturers and distributors as well as retailers.

A part of the plan is said to embrace the taking over of patents of Forrest Cheney.

Efforts to induce Marshall Field & Co. to commit themselves further have so far proved futile. To a representative of *PRINTERS' INK*, E. L. Howe, merchandise manager of Marshall Field & Co., said: "We are unable at this time to give you any statement whatsoever regarding this matter."

### McClure Syndicate Buys Washington "Herald"

The Washington, D. C., *Herald* has been purchased by the McClure Newspaper Syndicate, of which C. T. Brainard is president.

F. T. Codrington will continue as editor of the *Herald*. J. W. Hunter has resigned as publisher and his successor has not yet been announced.

### Prather with "Queen Quality"

R. L. Prather, formerly advertising manager of the Julian Kokenge Shoe Company, of Cincinnati, O., has become advertising manager of the Thomas G. Plant Company, of Boston, Mass., manufacturers of Queen Quality Shoes. Mr. Prather was formerly president of the Cincinnati Advertising Club.

### Messing Back with "Examiner"

Al Messing, after a year's trip around the world, has renewed his association with the *Chicago Examiner*.

### Lumber Advertising Plans

The Forest Products Exposition Company, which will put on displays of wood in its various forms in Chicago and New York next spring, has organized by the election of R. H. Downman, New Orleans, as president, with vice-presidents and governors representing the various lumber manufacturing and association interests. George S. Wood, Chicago, is manager. The dates are April 30-May 9, Chicago; and May 21-May 30, New York.

In connection with the general plan to advertise lumber, of which this is a part, it is announced that the West Coast Lumber Manufacturers' Association, which met recently at Aberdeen, Wash., is planning to raise \$25,000 for the purpose of advertising Pacific Coast lumber. A Chicago agency is said to have practically secured the account.

### Humidors to Boost Tuxedo

Newspapers in various sections are carrying large copy from the American Tobacco Company offering a "French Briar Pipe" free to every purchaser of a fifty-cent glass humidor of Tuxedo tobacco. The plan is to promote the sale of the Tuxedo glass humidor, which is made of clear crystal glass in an artistic design with nickeled clasp. A sponge is carried in the round top. The suggestion is made to smokers that when the tobacco is used up, the humidor may be given to the ladies to use as toilette jars for the dressing table or for ornamental purposes.

### Booth Fisheries Oyster Campaign

The Booth Fisheries used large copy (900 lines) in newspapers announcing that the week of October 20-25 would be nationally observed as "Oyster Week." The copy was designed to be educational, inducing the public to learn more about the nutritive and economic values of the oyster.

An interesting and instructive little booklet on recipes for housewives entitled "Oysters in a Hundred Ways" was featured in the advertising copy.

### Armour & Co. Big Dealer Ads

In Kansas City, Mo., on October 11, Armour & Co. held a "Glendale Day" for the purpose of introducing Glendale Oleomargarine. Large newspaper space was used to feature the package and to print the names of 500 dealers who are handling the product. Many large manufacturers of food products, like Armour & Co., have found it profitable to use the form of copy known as the dealer ads.

### "Record's" Western Representative

Beginning November 1, Hasbrook, Story & Brooks, with offices in the People's Gas Building, Chicago, will look after the interests of the Philadelphia *Record* in the territory west of Pittsburgh.



## In Grand Rapids

Mayor George E. Ellis has this to say of McClure's paid-in-advance subscription list in Grand Rapids, Mich.:

Your representative, Mr. Frederic S. Hoeckley, called upon me this morning and showed me a list of your subscribers in Grand Rapids.

I am pleased to subscribe to the fact that your subscribers here in Grand Rapids are personally known by me to be people of the highest standing in the city, both in a business and social way.

I also wish to say that I think your magazine is one of the best published and a power for great good to the American people.

Very truly yours,

GEO. E. ELLIS

Mayor

Facsimile copies of letters from mayors and other prominent men are a part of the 19-city presentment of McClure's circulation investigation. Have you read these letters?

Forms for January McClure's close November 15th

McCLURE PUBLICATIONS, Inc.  
New York

# McCLURE'S

The Marketplace of the World  
FOR GUARANTEED GOODS



*"Unlike any other paper"*

Could the most skilled copy-writer set down a better, more adequate description of

## **The Farm Journal**

than is contained in this brief extract of a subscriber's letter?

"It is its homely philosophy and gentle humor, its cheerful optimism, its wholesome truth-telling, its simple faith and kindly sweetness, its neighborliness to man and its friendliness to animals—these are the things that give it its own peculiar flavor, that make it 'unlike any other paper.' "

The next chance to talk to Our Folks, whose confidence in their paper is quite as great as that of W. E. J., quoted above, will be here almost before you know it—closing date is always the fifth of the preceding month.

Wilmer Atkinson Co.  
Washington Square, Philadelphia

## Issue Stamps to Finance Coöperative Advertising

International Apple Shippers' Association's Plan for Having the Growers Themselves Bear the Burden of the Expense—How It Works—Nature of the Coming Campaign

**C**ONTENDING that the under-consumption of apples results in a loss of many thousands of dollars to the apple growers and shippers every normal crop, the International Apple Shippers' Association has decided to disregard the opinion of those that say apples can't be advertised, and to start a countrywide campaign to popularize the fruit.

The first step—raising the funds—was authorized by the Cleveland convention of the association this past summer, when the stamp tax plan of U. Grant Border, chairman of the advertising committee was adopted, and the Equitable Mortgage and Trust Company of Baltimore appointed depository for the fund.

Mr. Border's plan is patterned after the "stamp tax" levied by our Government to help defray the cost of the Spanish-American War. Stamps in two denominations are issued, a one and two-cent. These stamps are bought from the association, through the Equitable Mortgage and Trust Company and its hundreds of corresponding banks, by the grower, shipper or dealer, and affixed to each box or barrel of apples handled. One-cent stamps are used on the boxes and two-cent on the barrels.

The operation of the plan is very simple, and seems to meet the great obstacle in plans of this kind—handling the money—very satisfactorily. When an apple grower decides to ship, say, a hundred barrels of apples, he goes to the local bank where he has noticed a sign that apple stamps were on sale, and buys a hundred one-cent stamps, paying the bank one dollar. This dollar is passed along to the Equitable Mortgage and Trust Company, where it is held

subject to the order of the chairman of the advertising committee or properly authorized officers. As the stamps are delivered direct from the bank-note company to the bank, there is no chance of funds being misappropriated.

To urge the various interested parties to use the stamps is the present problem of the advertising committee. This is hoped to be overcome by educating everyone in the industry as to the benefits of the movement to them. Literature of an educational nature has been mailed to dealers, growers, shippers and even banks. Salesmen are canvassing the banks and various apple growers' associations are getting them interested in the work. Mr. Border says: "It is just a matter of a few months now before we will have a hundred thousand dollars on hand to start our consumer advertising, which will be countrywide in scope. The main attack will be in territories showing the largest apple consuming population."

### CAMPAIGN WILL CENTER AROUND A RECIPE BOOKLET

The campaign will center around a recipe book by L. Gertrude Mackay, Department of Domestic Economy, State College of Washington, which shows 197 ways that apples can be prepared. It will be the purpose of the advertising to get one of these booklets into the hands of every apple consumer in the United States and Canada. One hundred thousand of the recipe books have already been printed and distributed through thirteen thousand dealers who have lent their co-operation to the movement.

In speaking of the prospects for success and his reasons for suggesting the stamp plan, Mr. Border said: "Our main hope for success is based on the year around keeping quality of the apple. The onion growers tried to advertise onions but the campaign did not pull because the onion crop is marketed in about two weeks. Not so with apples. Take a Russet or a Ben Davis; these apples have to be picked for shipping at a

time when they have reached full maturity, and just before they are fully ripe. In that condition they are not fit to eat, but after they have been put in cold storage, for, say, six months, they are perfect. If it were not for this phase of the question it would not be practical to advertise, but the cold storage makes all the difference in the world.

"Now let me tell you what this advertising is going to do for the industry: Last February I bought apples down on South Water Street in Chicago for ninety cents a box, good Northwestern fruit. Think of it! The overhead cost of growing and packing those apples was sixty-eight cents, to say nothing of the freight and commission. Why this low price? Well, the papers said there was an over-production. But it wasn't over-production—it was under consumption, and it's just this under consumption, together with the conditions which go with it that our advertising campaign is aimed to remove.

"As to my plan for raising funds, I thought of it because it placed the burden on the shoulders of those that should bear it, the grower and the shipper propagating the expense according to the benefit they will receive."

The advertising campaign will be carried out under the direction of a joint committee of persons in and out of the association. On this committee are one hundred men well known in the apple industry, men such as E. H. Sheppard, editor of *Better Fruit*; W. K. Newell, president Oregon State Board of Horticulture; T. C. Foster, Pennsylvania State Orchard Inspector; E. P. Cohill, president Maryland State Horticultural Society; P. W. Hodgetts, secretary Ontario Fruit Growers' Association; E. A. Hall, president Carlton Fruit Growers Association, Watonsville, California, and others.

The offices of the advertising committee of the International Apple Shippers' Association are located in Baltimore, Maryland. The Nolley Advertising Agency will place the business.

## Keep Digging for Little Ideas

"Watch for the small opportunities. Use lots of little ideas. Dig for the new angles on your proposition," said Manly M. Gillam, at the dinner of the League of Advertising Women, New York, Tuesday, October 14.

"The trouble with many advertising men and women is that they are eternally on the lookout for some colossal, brilliant idea that will revolutionize a business or an industry, in the meantime passing by many excellent smaller ideas.

"If you advertise a staple article you must either dig for the quality that makes it distinctive above competition, and exploit that; or, if there is absolutely nothing that makes your product stand out—not even the package—then you must analyze the industry generally and say things about the product that other manufacturers have not discovered.

"Otherwise, you must use force—the power of a generous advertising appropriation—to put your proposition across."

This was also the first dinner under the régime of the new president, Miss Ida Clarke, of Scott & Bowne. Among others present were: Miss J. J. Martin, of Sperry & Hutchinson; Mrs. M. M. Gillam; Miss Flack, of Wanamaker's; Mrs. A. O. Miller, of Vanitabs Company; Mrs. I. O. Shaw, of Cupples & Leon; Miss Chew, of the *Delineator*; Miss M. Graswinckel, of Mail Order Copy Service, and others.

## Proof That Wooltex Ads Are Read

The following was recently featured in a full-page ad inserted in a trade journal by the H. Black Company (makers of Wooltex), Cleveland, Ohio:

"A man who was traveling about the country recently, asked the station hackdrivers in many cities to drive him to 'The Store That Sells Wooltex.' In the vast majority of instances, without further instruction he was taken direct to the right store.

"Pretty good additional asset for any store, eh?"

## Indiana Poster Company Organized

The Northern Indiana Poster Advertising Company has been organized at Ft. Wayne, Ind., to handle billboard and other outdoor advertising. The capital stock is \$5,000 and the directors Henry Hildgeman, Max Irmischer and W. H. Shambaugh.

## Newcomer in Belt Advertising

A leather belt which stretches is being advertised in trade publications covering the retail haberdashery field.

The product is marketed by the Live Leather Belt Company, of New York, under the trade-marked name "Live-Leather."

# ENTERING THE FAR WESTERN STATES



The Advertising Department of The Curtis Publishing Company announces the establishment of a Far Western office.

Mr. Everett Sisson will be the territorial manager, with headquarters in San Francisco. His business address will be announced after the opening of the office, some time during November.

Mr. Sisson was connected with *The Continent* for nineteen years, during the major portion of this time as publisher, with full responsibility for executive as well as advertising and editorial affairs. He has also been actively connected with the direction

of various enterprises and institutions in Chicago and elsewhere, and is widely known among men of affairs.

We should like to feel that manufacturers and advertising men, not only in the Far Western States, but in all sections of the country, will look upon the establishment of this new office as another evidence of our constant purpose to recommend advertising only after mature deliberation and with full knowledge of conditions.

There are in the Far West great industries and high-grade products with large possibilities for national sales. But the markets lie at a distance, and there are some special handicaps, such as distribution methods and high freights.

Our methods would not permit, and it would be distinctly unwise, to urge national advertising indiscriminately upon these industries.

We shall make a considerable investment in educational work before



we can expect adequate return from our representation. We go to the Far West to study and learn, to become a part of the industrial life of the section and to lay sound foundations for national campaigns in which we may have some share in future.

It is upon this identical platform that we are trying to conduct our business everywhere, namely:

1. To recognize that advertising is not a panacea, but only one of several vital factors in selling.

2. To appreciate the handicaps of each individual manufacturer.

3. In each case to have a knowledge of trade conditions.

4. To be alive to trade tendencies and changes, and their bearing upon national distribution.

5. Never to recommend advertising unless we feel confident that it will profit the man who is paying for it.

This policy is one of self-preservation. Failures are dwelt upon, and

many times discussed—without knowledge of where the responsibility really should lie—to the serious detriment of the cause of advertising. We succeed only by the success of our clients.

Our purpose is to aid in developing the interests of the Far West, through bringing closer together the product and the purchaser.

In this we bespeak the serious consideration and coöperation not only of all public-spirited men in the Far West, but also of all those who come in contact with them.

ADVERTISING DEPARTMENT

## THE CURTIS PUBLISHING COMPANY

*THE LADIES' HOME JOURNAL*  
*THE SATURDAY EVENING POST*  
*THE COUNTRY GENTLEMAN*  
*THE CRITERION OF FASHION*

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

## Sphinx Members Have Lively Debate on Business Training

R. H. Grant, of N. C. R., Criticises Present Go-as-You-Please Methods—Greenhut and Brown Take Issue with His View in Discussion That Followed—Novel Features at the Dinner

"INDUSTRIAL Education" was the subject of the leading address before the Sphinx Club Tuesday evening of last week, at the Waldorf-Astoria, New York. The speaker was R. H. Grant, assistant sales manager of the National Cash Register Company. Mr. Grant said in part:

"Earnest bodies of men at the heads of the manufacturing and industrial plants of this country realize the value of industrial education and provide for it in their great institutions. Eighty-one per cent of the children of the country to-day, the future citizens, are handicapped in their race for position in the industrial world through lack of training, with the result that there is a tremendous economic waste in the ranks of the workers from the lowest to the highest.

"Efficiency in the human element in the stores and other institutions should be on a par with efficiency in machinery. Manufacturers, storekeepers and educators realize that conditions are wrong. The lack of progress is caused by narrow, selfish motives. The most important concern to-day is what is going to happen to the children who leave school between the ages of 12 and 14 years. This subject affects your heart and pocketbook, and is one of the biggest human elements in business.

"The expansion of business depends on efficiency, and industrial education is the best method to eliminate economic waste.

"When children of 14 years or so of age come into the business world through the hole at the bottom of the cone, how many have the power to climb to the rim?

The personal equation, not the education that educates, is the factor with these children that enables some few of them to climb. Self education is to-day their only salvation.

### LITTLE TEACHING FOR LIFE WORK

"Education to-day is upon the cultural basis—there is no actual teaching of life and life work as it is. The Little Red Schoolhouse of former days was a *real* educator inasmuch as it brought the scholars more closely in touch with farm and small town life and the human element played a great part in the education of children. The specialized conditions that now prevail are detrimental to the broad industrial education of former days.

"The industrial education should be in the plant.

"It is a regrettable fact, but nevertheless true, that there is inadequate preparation in the schools for the life occupation beyond. A college education rounds out a man and gives him a splendid equipment for business, if he takes advantage of it—but how about the boy who leaves school at 16?

"Investigation of this problem produced a practical plan, but as yet only a tentative plan. The plan is: In the schools have an academic course; then a second course in the seventh and eighth grades that gives way to practical education. For shops and trades have a technical institute and dignify the trades.

"Business men should solve this vital problem of the three-way school. Whatever the boy is preparing for make the education real. Instead of ordinary workers produce foremen.

"The public school is not a training school for business. Revise the public school education, give practical scholarships, then business men will develop the material graduated from these institutions.

### TOO MANY GOOD MEN!!

"Many big institutions are forming schools in their own plants as the only satisfactory method. Applicants are almost hopelessly ig-

## TROY

### Northern New York's Greatest Marketplace

Troy's population is 80,000.

Adjacent towns and communities whose residents work and buy in Troy are numerous.

Place the proverbial compass point at Troy's City Hall and a five mile circle would include little less than 150,000. Widen its arc to eighteen miles and swing it around the homes of a generous half million, the greater number of which, either wholly or in part, count Troy their shopping center.

This by no means tells in full justice the wide area of merchandising activities.

An accurately charted diagram would look like the conception of a "cubist."

A straight black line would narrow off down the Hudson fifty miles. Broad squares would touch the Massachusetts line to the east, and Vermont and Lake Champlain would be outlined in strong contrast. Well defined spurs would penetrate into the most remote sections of the Adirondacks and a broad ribbon would lead direct to the "capitol city" homes, eight miles away.

Troy's far reaching attraction for buyers is the result of the greater values and assortments offered by her enterprising merchants.

Troy is an unsurpassed market that no advertiser can afford to overlook.

## The Troy Record

norant when they enter the plants, but can be made efficient when trained in these schools. The alarmists have said that this efficiency method would produce too many men who would want to climb to the top, but our present social and economic conditions are such that there will always be plenty of those who will not rise from the hole in the cone—there is no danger of a surplus of the men who will become the leaders in the industrial game. There is a dearth of them. . . .

"In many establishments to-day, it actually costs two dollars to permit a man to earn two dollars a day—the supervision necessary is so great. Raise the efficiency of the organization and a large percentage of the overhead charges disappear.

"The dignity which belongs to the selling force should be developed in the organization. There is not the proper effort put forth to produce the highest efficiency. A selling force should be a trained, well-organized body and industrial education should be given to every man who sells goods. The special aptitude of the men employed should be ascertained.

"The N. C. R. tests out every man for six months or more, and then these special salesmen are given a special training of four or five weeks before they are counted efficient.

"The department stores find it necessary to train their employees, and the greatest problem which the superintendents have to contend with is this industrial education idea.

"Another phase: Advertising teaching to-day is decidedly inadequate. Very often fifty per cent advertising brings only fifty per cent selling, and in some cases ninety per cent advertising brings but ten per cent selling power when it should be ten per cent advertising and ninety per cent results.

"Advertising men should know the true relation between advertising and selling. Salesmen and advertising are closely allied. How many copy writers know the

relation of the human element to the printed word? A writer should know the four cardinal points that make a sale: Attention, Interest, Concentration, Desire.

"Industrial education will develop the selling power of both print and salesman to the highest efficiency."

In the two-minute discussions which followed, B. J. Greenhut, of the Greenhut-Siegel-Cooper Company, took exception to some of Mr. Grant's views on the subject. Mr. Greenhut contended that salesmen were born and not made, and that the best way to "educate" them was to put them under the guidance of experienced men and throw them on their own resources. He contended that most forms of industrial education, such as correspondence schools, etc., produce a semi-finished product.

H. C. Brown, advertising manager of the Victor Talking Machine Company, stood for training men by throwing responsibility onto their shoulders, rather than teaching them to lean on someone else. He illustrated his argument by citing the case of the two ball teams which recently fought for the world's championship in New York. Connie Mack's policy is to throw the responsibility onto the individual player—to teach each man to depend on himself and to think for himself. McGraw, on the other hand, trains his men to rely on him, and does the thinking for them. "The score," said Mr. Brown, "indicates which of the two methods is better."

William Berri, publisher of the *Brooklyn Standard Union*, smoothed out the situation by stating that it all depended on the man, and he believed that any bright young fellow, who had ambition and wasn't afraid to work would succeed regardless of all obstacles "for he will get the education in some way."

Isaac Marcossin, the writer, followed Mr. Berri with a few observations from the editorial point of view.

The two hundred and twenty odd advertising men who attended



## Women

### *Chicago Evening Post*

A vehicle of expression for the feminist movement had to come in the United States. England and France have them. It is high time that this country had careful and intelligent exposition of what is in many ways the most profoundly important change of our times.

That Mr. Norman Hapgood through *HARPER'S WEEKLY* can perform this service we have little doubt. As the "Official Organ for the Feminist Movement," he will be breaking almost new ground.

## HARPER'S WEEKLY

EDITED BY

**NORMAN HAPGOOD**

*A publication of particular merit as an advertising medium for the kind of business it will seek.*

**McClure Publications, Inc.**  
New York

this dinner were treated to several surprises by the entertainment committee.

No sooner had the members and their guests found their places when the great banquet hall was plunged into darkness, and a spotlight in an opposite gallery revealed "The spirit of the Sphinx" clad in the garb of a Cleopatra. As the glasses were raised in response to President Gibbs' toast, the "spirit," which proved to be the daughter of one of the members, recited a message written for the occasion.

During the progress of the dinner the gathering was entertained by Joe Young and Bert Grant and Tom Penfold, guests of O. J. Gude, with original musical selections. Two massive Sphinxes at either end of the speakers' table, blinked time to the singing with their green eyes.

A feature of the evening was the presentation of a giant silver loving cup, engraved with facsimile signature of the donors, to Oscar Tschirky, manager of the Waldorf-Astoria, and a seventeen-year friend of the Sphinx members. The presentation speech was made by Treasurer Huntsman.

### Clock Turns Off Window Lamps

One can not afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of an alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour it is desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights as desired.—*Frank Farrington in the "National Druggist."*

### L. W. Hopkins with San Jose "Times"

L. Wallace Hopkins, formerly of the New York World, is now business manager of the San Jose, Cal., Times. Mr. Hopkins recently acquired an interest in this publication.

### Design-Piracy Convention Date Set

Plans have been made for a general convention of manufacturers to be held in New York on November 21 to discuss the subject of a bill for the protection of designs. This is in line with the action of the recent convention of the Federation of Trade Press Associations held in New York when a committee was appointed to present to American manufacturers the question of design piracy prevention.

The committee which has the matter in charge, C. R. Clifford, of Clifford & Lawton; John Clyde Oswald, of the American Printer, and E. R. Shaw, of the Practical Engineer, say that they have received many endorsements of the proposed legislation from associations and individual manufacturers covering innumerable trades and that eminent authorities and industrial leaders will attend the convention and aid in drawing up the bill to be presented to Congress.

The committee say further: "The new plan proposes to fix a minimum registration charge of about a dollar, which will give full protection to the manufacturer and, at the same time, yield to the Government an immense revenue. No law can absolutely prevent theft, no law can prevent design piracy, no law can prevent any other misdemeanor; but a law generally accepted and adopted by many will establish a moral tone that will go far to discountenance design piracy.

"Manufacturers already are enabled to protect their designs by patent, but, inasmuch as patent protection averages \$45 for each design, few manufacturers avail themselves of the law."

### Warm Hands for Auto Drivers

The Warm Hand Steering Wheel Corporation, which was organized some time ago to manufacture steering wheels for automobiles, has been incorporated under New York laws with \$150,000 capital, by Grant E. Smith, Walter S. Barton and Josiah C. Barton. The two latter are Brooklyn men who have brought additional capital into the company, which has its factory at Poughkeepsie, N. Y. The device the company makes is for electrically heating the driving gauntlets by means of contact plates on the steering wheel.—*Automobile Topics.*

### Woodhead at Salt Lake

William Woodhead, president of the A. A. C. of A., was the guest of honor at the luncheon of the Advertising Club of Salt Lake, on October 2.

In the evening he spoke to an enthusiastic audience of Salt Lake business men on "Honest and Believable Advertising." Among the guests of the club were Governor Spry, who extended a welcome from Utah to Mr. Woodhead.

# THE NET NEWS STAND SALE OF

## THE LADIES' WORLD

	<i>5 Cent Price 1912</i>	<i>10 Cent Price 1913</i>	<i>Gain</i>
June	64,374	101,869	37,495
July	57,998	94,700	36,702
August	66,955	100,242	33,287
			<hr/> 107,484

The gain of 107,484 in news stand sale in three summer months indicates but one thing—the voluntary response of a discriminating public to a brighter, snappier book. No woman's magazine—without regard to price—can show the same proportionate gain.

*Harold H. Hauning*  
Advertising Director

THE MCCLURE PUBLICATIONS, Inc.  
McClure Building, New York



THE letters you write asking for business are the most important letters that leave your office.

A scientific investigation has recently been made which proved beyond peradventure that the *character of the paper used* has very great influence on the effectiveness of letters asking for business.

Especially has this investigation shown that the *thickness* of the paper and the *distinctiveness of its surface* have a marked effect on the results obtained from sales-letters. As a man reads your letter, he *thinks* of what you say, but he *feels* the way you say it and he forms his judgment of you and your goods or service from the *appearance* and "*feel*" of the paper on which your letter is written.

Men have received letters written on PUBLIC SERVICE BOND and have been so impressed with

these letters that they have decided that their own letters ought to be written on that paper—even if it cost them much more than the paper they had been using. Their surprise was great when they found, as you will find, that PUBLIC SERVICE BOND, Vellum Finish, is not an expensive paper—it *may cost you less than what you are now using*—and you have only to compare it with any other Bond Paper to be convinced that it has that charm and beauty of surface, that sturdiness of "feel"—in short, that indescribable something called "character," which, having convinced you, will convince those to whom you write.

We are so sure of your satisfaction with the appearance of PUBLIC SERVICE BOND, Vellum Finish, for your own stationery, that we will *let you be the judge* as to whether, after it is printed, you shall keep it and pay your printer for it, *or let us supply you at our expense, a similar quantity of stationery printed on any other Bond Paper you may select*—Crane's Bond alone excepted. Read carefully our Guarantee on the next page.

The Taylor-Burt Co. Papermakers  
FIFTH AVENUE BUILDING NEW YORK  
MILLS AT HOLYOKE

## GUARANTEE of PUBLIC SERVICE BOND

*This Certificate will be presented to every buyer of 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, letterheads and envelopes, in any quantity up to ten thousand. It is the Absolute Guarantee of The Taylor-Burt Co. Papermakers that business stationery printed on 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, will give satisfaction—you to be the judge.*

*When the stationery is received, notify The Taylor-Burt Co. Papermakers of the name and address of the printer supplying the 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, having the printer endorse this Certificate with the date and quantity of the order. The use of the letterheads and envelopes may begin at once.*

*After actual test, if the paper is not, in your judgment, as satisfactory in appearance as letterheads and envelopes made of \*any other bond paper previously used, no matter what it cost—notify The Taylor-Burt Co. Papermakers of the fact.*

*The Taylor-Burt Co. Papermakers will immediately supply, in place of the 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, which has proved unsatisfactory in appearance, a similar quantity of stationery, printed at our expense, on any procurable brand of bond paper specified by the holder of this Certificate—no matter what that paper costs.*

\*Exception—The only bond paper which will not be supplied under this Guarantee is *Crane's Bond*, which we concede to be of better appearance than PUBLIC SERVICE BOND, Vellum Finish, but which costs your printer nearly four times as much as PUBLIC SERVICE BOND. Note also that this guarantee applies only to 24-lb. folio white—24-lb. being the correct thickness and white the color that we recommend as best for letterheads and envelopes.



THE TAYLOR-BURT CO. PAPERMAKERS

*J. B. Day*

President

*Your printer will hand you this guarantee when he delivers the stationery—don't let him forget it*

## Displays That Give a Double Showing

Selections from Recent Copy That Show the Product and the Use or Setting of the Product—New Turns to Some Old Tricks—Heisey's Solution of Copy Problem

By Gilbert P. Farrar

"THE difficulty with my proposition," said a manufacturer recently, "is that if you show my product or goods in presentable size you can not show them in use also. A showing of goods alone gives the ad a flat and commonplace appearance and when the goods are shown in use they are not easily seen."

It is rather hazardous for any one to say what can and what can not be done with advertising copy. While someone is telling you that a thing cannot be done someone else is busily doing that very thing.

There is no questioning the fact that block-space advertising has its limitations.

It is a problem to get something new, something salesman-

like, and something powerful in mediums where black and white are the rule.

Yet, there is constantly something new in the way of display to be found in such space.

Of late, I have noticed many instances where quite a step forward has been made in developing the combined display of the goods and their use.

When a salesman displays an article the first question is "How does it work?"

The Corbin Lock ad (Fig. 1) shows the article and also shows



### How the Controlled-Key Compels Correct Operation

"Omph, you say? Show me how?"  
 "There's one, just try adding a few lines and we'll present. Take the first number of your column, 666. Push down the 6 key—that's the 6 key—right, the 6 key—the 6 key."  
 "But the 6 key won't go down—must be something wrong with the machine."  
 "No, the machine's all right. The trouble is you didn't put the 6 key down *and* a dash. Push the dash key down *and* the 6 key down *and* the machine has forced up. Nothing doing and you're back and computer that the machine is broken. Well, that's, in case you have a dash—6-6-6."  
 "Yes, but the machine is still broken—the 6 key won't go down."  
 "No, not until you touch that *Release* button."  
 "Then you see how the *Controlled-Key* works?"  
 "Yes, but you see how the *Controlled-Key* works?"  
 "Yes, but you see how the *Controlled-Key* works?"



FIG. 2—DETAILS IN ONE CUT, THE WHOLE MACHINE IN THE OTHER



FIG. 1—SHOWING THE ARTICLE AND ITS SETTING ON ONE PLATE

its real setting. That's getting real salesmanship in print.

If only the figures and door were shown the lock would not be large enough to be even attractive, to say nothing of being effective. As the lock is shown in the ad, it appears about actual size.

For the poster style of ad and for this kind of an article the Corbin ad is hard to beat.

But how about an important feature *twice* actual size? The Comptometer ad (Fig. 2) shows in the original illustration three keys and the end of a finger *twice* actual size. Under this is a strong heading, then an excel-

FIG. 3—PICTURING THE TEST AND THE CABINET IN ONE ILLUSTRATION

lent piece of copy and then is shown the entire machine.

Human nature likes largeness and if this Comptometer ad doesn't startle and arouse anyone interested in adding machines, his interest is not of the right sort.

FIG. 4—THE "HUMAN INTEREST" KEPT WITHIN BOUNDS.

It is an old device to show a magnifying glass held over a part of a picture to emphasize some important feature of the goods or service.

But the Globe-Wernicke ad (Fig. 3) does the magnifying of the feature without the use of a magnifying glass.

One section of the cabinet would have been flat and uninteresting. To have shown a regular cut of a hand pulling out one drawer of a complete cabinet would have necessitated either an extra large and clumsy

**FIGS. 5 AND 6—HOW TWO OTHER ADVERTISERS GIVE DOUBLE SHOWINGS**

cut of the cabinet or an all too small cut of the hand.

That being the case we can readily see why this Globe-Wernicke ad is perfect in this respect.

Can you add more human interest to a picture that already contains a small number of people?

This question is answered by the Rock Island ad (Fig. 4).

The scenic picture gives us an idea of the ruggedness of the country advertised but the persons in the picture are hardly large enough to flag the average reader. So the advertiser supplies a field

glass, so to speak, and "lifts" the two most interesting-looking persons out into the "clear." This Rock Island series of ads is a hard one to improve.

The Marlin Firearms Company has been advertising its shot-guns for many years, but I've never seen an ad for this concern that could compare in strength of display with Fig. 5. I've often wondered why some gun maker didn't show the gun in this manner before.

Here is the gun itself, the "atmosphere" of duck hunting, and the mechanism of the hammerless section. If the name Marlin were nearer the center of this ad it would be an ideal display.

The Heisey ad (Fig. 6) says "Look for the" and then shows a piece of glassware. Of course the diamond "H" is on the piece of glassware but it is so small that it may be missed. So, just underneath the glassware the copy says: "Diamond H on every piece." The reader can hardly

miss this as it is shown in two other parts of the ad as well as here. This is one of the best of the Heisey series of ads, and it links up well with the new Heisey painted signs along the rail-roads of the country.

As a contrast to the excellent Heisey ad (Fig. 6) compare the Heisey ad (Fig. 7). Here is where an attempt to show two things at once result-

ed in not showing either the reading matter or the picture so that it can be easily seen or understood. How ads similar to Fig. 7 miss the blue pencil of the man who pays the bills has always been a deep problem to me.



FIG. 8—WENT ASTRAY IN THE EXECUTION

From these exhibits we can readily see that while all of these displays are related in principle, they are quite different in the execution. This fact proves that the idea of double display in one showing can be adapted to a wide range of goods and service.

#### ARRANGEMENT FALLS SHORT

The Republic Tires ad (Fig. 8) shows wherein the idea has gone astray in the execution. The man at the right should be pointing to a complete tire of a size that is in comparison to the size of the men.

Then, the large knobs or treads should be shown where the complete tire is now shown—beneath the man at the right of the ad.

The picture as it stands is unnatural and therefore less interesting. And if the large knobs were shown beneath the man at the right, the reader could see more of them.

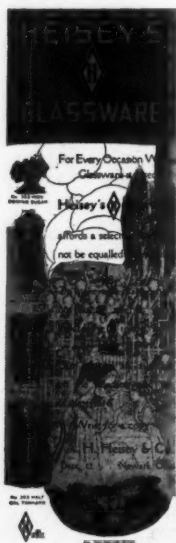


FIG. 7—HEISEY DOESN'T ALWAYS DO IT JUST RIGHT

# Analysis of Circulation

## Electrical World

For nearly forty years the publication most read by the largest number of people in all branches of the electrical industry. Its circulation includes the great majority of electrical buyers—the actual and potential customers of every concern that makes or markets anything in generating, distributing, controlling, measuring or applying electrical energy. This is the reason why its advertising pages afford the most nearly wasteless means of reaching the electrical buyer in a sales-making fashion.

### Paid Circulation

Number	Number
Electrical engineers, consulting, including illuminating engineers, architects, telephone and telegraph engineers, railway (steam) electrical and signal engineers, power plant and electrical engineers of electric railways, electrical testing laboratories, civil engineers... 1,969	Note: Among the electric light companies (see a preceding sub-division), the copies going to those handling and dealing in a full line of electrical devices amount to..... (3,253)
Electric light and power plants, including their executive, operating, commercial and appliance-sales departments..... 5,422	Making the total effective circulation of this sub-division (4,633)
Electricians and operating engineers, including engineers of isolated plants, engineers and electricians with industrial companies, wiremen, municipal electricians, electrical inspectors, underwriters, army and navy engineers and electricians, etc..... 1,883	Electric manufacturing companies, including their engineering and sales departments 1,967
Contractors, jobbers and dealers. 1,880	Technical schools and colleges, including professors and students ..... 1,412
	Libraries, financiers, bankers and bond companies, patent lawyers, chemists, public service commissions, etc..... 1,140
	News stands and booksellers.... 977
	Unidentified ..... 2633
	Total paid circulation..... 18,783

### Total Circulation

Subscribers in U. S.....	16,001
Other Sales in U. S.....	625
Foreign, Canada, Cuba, Mexico and U. S. Possessions.....	2,157
Advertisers, samples, etc.....	1,217

Total per issue..... 20,000

Electrical World states in each issue the number of copies printed.

The "Advertisers' Guide," a booklet, gives complete information. Write for a copy and judge for yourself whether or not the Electrical World can help you increase sales or reduce selling cost.

## McGraw Publishing Co., Inc.

239 West 39th Street, New York

### Engineering Record

Weekly. Circulation 19,500. Read by civil engineers, contractors, water works executives and municipal officials. Carries more advertising than any other engineering journal. Has doubled in circulation within a few years.

### Electric Railway Journal

Weekly. Circulation 8000. Read by practically all important electric railway executives and department heads. Covers the field completely.

### Electrical World

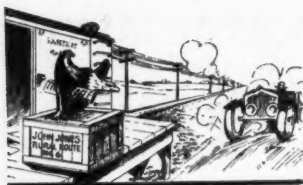
Weekly. Circulation 20,000. The most influential journal of the industry it serves. Used by over 500 advertisers weekly to reach central stations, isolated plants, electrical engineers, contractors, jobbers and dealers.

### Metallurgical and Chemical Engineering

Monthly. Circulation 5,700. Carries a vital message for executive and operating officials in chemical, electrochemical and allied industries, iron and steel plants, metal-treating plants, ore dressing mills, smelters and refineries.







## "Car Coming"

is pretty apt to mean *farmer* coming, out here thru Kansas and Oklahoma.

Sixty per cent of the cars out here honk along at the bidding of these active, prime-time farmer chaps who chug up to their freight depots, ease their shipments (*of your goods?*) into the tonneau, and hike back to the homestead.

Read the moral—get the brain-children of your copy cracker-jacks into this \$1800-a-year-per-capita market. Go after these auto-owning farmers—get to them, via

## The Weekly Eagle

Wichita, Kansas

the bird that bears your word *back home*, and starts the orders you-ward.

500% circulation increase in 5 years; 50,000 A. A. A. guaranteed circulation that means a hearth-stone hearing of your sales' tales right thru the run of each successive number—there's our record of supplying a demand—*our sales' tale to you.*

We *don't* invite comparisons. Because it is manifestly unfair to the various reference papers our farmers "take" and doubtless read upon occasion, to require that these papers shall prove popularity equal to that of The Weekly Eagle.

We *do* proclaim the fact that we are publishing the Kansas and Oklahoma Farmers' newspaper—the one whose cover's ripped off, and contents read *right off the reel.*

Rates—10c per agate line.

Call for a show-down—write for particulars—right now.

## The S. C. Beckwith Special Agency

Foreign Representatives

Tribune Bldg. .... New York City  
Tribune Bldg. .... Chicago  
Frisco Bldg. .... St. Louis

## Department Store to Break Up Sales Grafts

On the complaint of Greenhut-Siegel Cooper Company three piano manufacturers were summoned before Chief Magistrate McAdoo yesterday for examination on charges of violating the anti-tipping law. Representatives of the department store said yesterday that this was the first step in an effort to expose a practice among buyers of "pushing" certain goods in return for financial remuneration. This practice, it was said, existed all over the country.

The piano manufacturers summoned were William P. Collins, of Kindler & Collins, of 619 Tenth Avenue; Lawrence Kirchoff, of 250 East 139th Street, and Hugo Ricca, of 89 Southern Boulevard. After an examination, in which testimony as to dictographs and money passing were the features, Magistrate McAdoo issued warrants for Collins and Kirchoff. Collins will be arraigned this morning, and will give \$500 bail pending his trial in Special Sessions. The arraignment of Kirchoff was postponed until 2:30 P. M. next Tuesday, and at the same time there will be a hearing on the charges pending against Ricca.

Heading the list of witnesses which the department store has obtained to break up the alleged system of grafting is D. R. Szakvary, manager of the piano department of Greenhut-Siegel Cooper Company. Szakvary made a complete confession on the witness stand yesterday as regards his dealings with Collins, testifying that he had collected \$10 on every piano purchased from Collins during the last eighteen months. He had accepted from Collins alone between \$400 and \$500 during those months, he said.—*New York Times*, Oct. 15.

## Ruthrauff & Ryan New Accounts

Among the recently acquired accounts of Ruthrauff & Ryan are M. Heminway & Sons Silk Company; The Hamilton Corporation (Hamilton Coupons); Nomordust Chemical Company; Cowperthwait & Sons (furniture); J. M. Pitkin & Co. (tube flavors); Greist Manufacturing (sewing-machine attachments); E. D. Depew & Co. (teas); F. Koref & Co. (an emulsion of port wine and olive oil); J. W. Roberts & Sons (mail-order cigars); the American Pin Company.

## A. C. G. Hammesfahr Addresses Representatives

At the first fall meeting of the Representatives Club held at the Hotel Manhattan, October 20, over two hundred members were present. Twenty new members were enrolled. A. C. G. Hammesfahr, advertising manager of *Collier's*, discussed practical co-operation, urging the magazine representatives to be advertising men first, and solicitors afterward.



## Poster Men Plan Inspirational Campaign

At a meeting of the Educational Committee of the Poster Advertising Association held September 29 it was resolved that the religious and inspirational posters that the organization decided to post in every plant in the country should be made at once and that they shall be exploited everywhere December 1 and run through the holiday season.

The religious poster will be a composite of the two world-famous paintings of the birth of Christ in the manger of the Bethlehem stable and the wise men of the East led by the star to the place where the young child was. The caption, addressed, of course, to the rising generation, will be as follows: "Ask your Sunday School teacher to tell you the story."

General Grant has been selected as the subject of the first inspirational poster. There will be an eight-sheet panel of the humble birthplace of the soldier; the middle section will present General Grant at the zenith of his career, showing the surrender of General Lee at Appomattox, and the third panel will show General Grant in the White House.

The significance of this combination will be pressed home upon the minds of those who see the poster with this question: "What are you doing with better opportunities?"

Across the top of the poster will run this caption: "What one poor boy accomplished."

A series of these religious and inspirational posters will be run during the months when the plants are not filled, so that the vacant space may be used to some advantage and in the interest of humanity.—*The Poster*.

## A Religious Advertising Campaign

The Louisville Ministerial Association, of which the Rev. Dr. S. S. Waltz, pastor of the First English Lutheran Church is president, is planning an advertising campaign. The results secured from church advertising in other cities are being canvassed, and the Louisville organization will adopt the plan which seems to be best suited to conditions there. Newspapers probably will be used.

## Cigar Cutter Talks Sales

A Chicago cigar manufacturing concern has hit upon an advertising novelty in the shape of a talking cigar cutter—a combination of cigar cutter and phonograph. Cut the tip off your cigar and there issues from the machine the appeal: "Try La Bona, a one-half pure Havana long filler, so blended as to produce a mild, smooth smoke." The machine is guaranteed to make its announcements correctly for six months.—*The Talking Machine World*.

**Dealer and Consumer Protection**

is well worked out in the selling of **1847 ROGERS BROS.** silverware. Any piece of silverware bearing our trade mark

**1847**

**ROGERS BROS.**

that is found to be not equal to our published standard will be made satisfactory upon return to us through a dealer or direct. This silverware is known as "*Silver Plate that Wears*" and today it stands supreme in quality and sales.

International Silver Co.  
Successor to  
Meriden  
Britannia Co.  
Meriden,  
Conn.

OLD COLONY

## Side-Lights by an Ad Man on India

**A**N interesting letter to Edgar M. Swasey, of the Street Railways Advertising Company, from an advertising man who travels the cities of India and Burma, says that the writer was recently looking for a telegraph office in Cawnpore, India. His description of his search, which illustrates one side of trade-mark advertising, is as follows:

"The telegraph office, which is government-owned out here, and ought to be as well known as the post-office, eluded me," says the advertising man. "So I stopped a native cop. He pointed vaguely southeast and said 'it is just three minutes' walk from the sign of the dog.' All this was in Hindustani, a language that I don't know as well as I do baseball. But I did get the last phrase, and going in the direction indicated found the Victor Talking Machine Co.'s dealer, the sign, and finally the building desired."

This correspondent also included in his letter some observations on the merchandising and advertising conditions of India and Burma which manufacturers will find interesting.

"It is a big undertaking to convert the East or Great Britain," says this writer. "I buy a new wardrobe in nearly every city visited (the styles change with the climate), and ask each store for American articles. Walkover Shoes, Interwoven Socks, Heinz canned foods, are the three products so far found that might be shipped direct from New York. Regal Shoes are handled by a native in Bombay, and their sales are thereby limited. Europeans don't patronize native shops, because they suppose that the makers will always offer the best agencies to the merchant who stands the better socially.

"Probably a good number at home look upon this as a country of savages, but it isn't. Three hundred and fifty millions here are working for about what a prosperous New Yorker tips his

barber; but the remainder are studying at the universities, reading newspapers, writing for reviews and trying like Turks to imitate the English. There is no general medium of advertising, so the bill-board and street-car sign are sure to be the best investment for an advertiser. Hindustani and English are the two languages everybody speaks, so if those two are used the ads will find readers.

"It is interesting to know that a firm that wants to establish itself out here should not give an exclusive agency for the entire country to one concern. Colombo, Madras, Bangalore, Bombay, Karachi, Cawnpore, Simla, Lahore and Calcutta, in India, and Rangoon, in Burma, have populations greater than any towns west of St. Louis in the States. And no jobber or wholesaler reaches them all.

"Selling through London is the way too many solve the problem, and by the time the goods reach the East they have increased two hundred per cent in value. Fifty-cent Interwoven Socks pay a fair profit to The Emporium in San Francisco, and Emery, Bird, Thayer in Kansas City; but a store in Calcutta asks the equivalent of \$1.45 for them. I'm just stubborn enough to pay it rather than take these creations in green and purple that Germany announces for summer wear."

## Trenton Potteries' "Long-Haul" Inquiries

Our general magazine advertising has attracted a great deal of attention, not only in this country and Canada, but in many far-off spots of the world. Inquiries from Europe and Australia are common, but here are three requests for information from parts of the world where sanitation is in its infancy:

Ardaches Tahmazian, Soungourlou, Turquie d'Asie; Abined Hassan El Shahe, Engineer of Girga Provincial, Suhag, Egypt; K. Kau Chau, Honglok, Canton, China.

Another inquiry which aroused interest when it reached the office was that of U. S. Grant's daughter, now Princess Cantacuzene (Comtesse Speransky), Ekateonhnekin Kah 119, St. Petersburg, Russia.—*Sanitary Pottery, issued by Trenton Potteries Company.*

Geo. B. David Company, Inc., of New York, is now Eastern representative of *Ranch & Range*, Denver, Colo.



## One Medium That Reaches All Classes

**E**VERYBODY reads street car advertising—the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People *will* go to work—*will* visit—*will* shop—*will* attend theatres—which means people *must* ride on the street cars.

The abolishment of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

## Street Railways Advertising Co.

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
242 California Street  
San Francisco

# CHRISTMAS NUMBER COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.  
VOL. XXVII

NO. 2

DECEMBER  
1913



"Lest we forget

Published at  
AUGUSTA, MAINE.

## DECEMBER COMFORT

our fine Christmas Number, will issue early and will reach our rural readers, who are expectantly awaiting it, in the very nick of time to

### Bring Its Advertisers a Large Holiday Trade

COMFORT readers, out on the farms and in the small towns, are the very cream of the mail-order buyers at all seasons and they do a large part of their Christmas shopping by mail. They live remote from the large business centers where Christmas goods are displayed in the shop windows, and the meagre stocks in the country stores don't satisfy their wants so

### They Search the Ads in December COMFORT with Especial Interest

Their purchasing power largely exceeds that of the average city dwellers. At this season they are flush with the proceeds of the harvest and are buying their winter outfits as well as holiday goods.

December COMFORT is the show window and the mart for mail-order and general advertisers.

December forms close November 10.

Apply through any reliable advertising agency or direct to

**W. H. GANNETT, Pub., Inc.,**

New York Office: 1105 Flatiron Bldg.  
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1035 Marquette Bldg.  
FRANK H. THOMAS, Representative

## ***High-Class Leader in Department Store Advertising***

THE NEW YORK TIMES published in September, week days and Sundays, 226,789 agate lines of Department Store advertising—56,463 lines more than the next New York morning newspaper popularly classed with THE NEW YORK TIMES as to quality of circulation.

### **Agate Lines**

<b>THE NEW YORK TIMES</b>	- -	<b>226,789</b>
<b>Second High-Class Newspaper</b>	-	<b>170,326</b>
<b>Third High-Class Newspaper</b>	-	<b>102,756</b>
<b>Fourth High-Class Newspaper</b>	-	<b>40,890</b>

In September, 1913, the Sunday edition of THE NEW YORK TIMES published 124,357 agate lines of Department Store advertisements, a GAIN over September, 1912, of 7,045 lines—the largest gain in Department Store advertising made by any New York Sunday newspaper.

The gains and losses of the five New York Sunday newspapers leading in volume of Department Store advertising for the month of September:

	<b>Gain</b>	<b>Loss</b>
<b>NEW YORK TIMES</b>	<b>7,045</b>	<b>.....</b>
<b>Second Newspaper</b> - -		<b>17,314</b>
<b>Third Newspaper</b> - -		<b>35,837</b>
<b>Fourth Newspaper</b> - -		<b>16,307</b>
<b>Fifth Newspaper</b> - -		<b>17,421</b>



## Problems Facing Onondaga Campaign for Native "China"

Investigation Reveals Interesting Situation Surrounding the Latest Effort of the Few Houses that Have Endeavored to Win Recognition of "Class" for American Pottery

By J. C. Asplet

ONE of the old standbys for a good discussion around the advertising round table of a few years ago was "How American dinnerware might be advertised." Every one had a few theories to add to the argument, and was not backward in bringing them to the front. Few, however, realized the intricate trade conditions that surrounded the product. Years of selling a pottery's output to a few favored distributors had grown to be a habit, and potters didn't feel the need of letting themselves be worried over their product after it had left the pottery shipping platform.

Last fall the Homer-Laughlin China Company, of Newell, W. Va., began to think of what might happen if these jobbers took a notion to buy somewhere else, and decided to start an advertising campaign in the magazines to the housewife, advertising its semi-vitreous dinner sets. The results of this advertising were satisfactory, for we find it again with half pages this fall, and there is also a new-comer, the Onondaga Pottery Company, of Syracuse, New York, which is using full pages in the women's magazines to tell the story of its "Syracuse China."

This endorsement

is particularly interesting because of the peculiar conditions which surround china advertising and are responsible to a great extent for the hesitancy with which the pioneers have proceeded.

These conditions are well brought out by the following opinions of several New York china men asked to explain the comparative backwardness of the American potter in spending money on advertising.

A member of the Crockery Board of Trade explained that the product itself was one which did not lend itself to advertising. "Everyone knows what china is for; you don't have to show people how to use it, and as for the design you can't make it look like anything in a halftone illustration." This, of course, is the old familiar objection heard in every unadvertised industry and need not be taken too seriously.

The next man interviewed was a trade journalist—the publisher of the *Crockery and Glassware*

**BEAUTIFUL DURABLE**

**O.P. CO. SYRACUSE CHINA**

A LADY told us: "I have been fascinated with your china ever since I saw your display in Syracuse. Your patterns are lovely—so many pretty things!"

O.P. Co. "Syracuse" China is wonderfully beautiful—and in addition it is the most durable china made. A test that proves its quality (and weight) is to strike the edge of any "Syracuse" China on a piece of round thickness of any other china, and it will invariably chip the other china with no effect on the "Syracuse." We are willing to make this test at any time.

The reason for the superior strength of O.P. Co. "Syracuse" China is that it is made by our famous "Double-Shell" process. The second shell is going far to make the glass harder, as at the same time both shells are fused together in one fire.

The first fire makes the body translucent, and absolutely and completely "right and durable," in the sense a tea-china fire.

By following the superior advice and shipping practices of O.P. Co. "Syracuse" China are part of the china made and generally last as long as 10 years.

Thus, O.P. Co. "Syracuse" China gives you two kinds of durability, the great sanitary advantage of our absorbing glaze, glass or dirt as ordinary ware permits, besides the most extensive variety of beautifully beautiful patterns you ever saw. You are suggested here, but be sure to ask your dealer to show you also our remarkable "Camelback," "Old Hensley" and other dainty designs, any one of which can be decorated with your monogram if you desire. If he has them, he knows—if he hasn't, don't suppose for

**WE WILL SEND YOU A SAMPLE PIECE**  
You need only send us your name and get a sample specimen which we guarantee will be of the highest quality.

**ONONDAGA POTTERY CO., SYRACUSE, NEW YORK**

**TUDOR ROSE DESIGN**

SHOWING THE NATURE OF THE COPY OF THE NEW CAMPAIGN



*Journal.* "I have been following the crockery business forty-odd years," said Mr. Jaques, "and have seen a good many movements for advancing the business start up and fizzle out. Last year I made an effort to get a number of the leading American potters making tableware to launch a general advertising campaign, but I couldn't get them together. They seem to feel they would be spending good money to help a competitor."

Perhaps a wholesaler in the Church Street district came near the truth when he said: "The big difficulty in china advertising is getting the retail dealer to push American tableware—it is too easy to sell the imported article at a fat profit," and the buyer for one of the big Sixth Avenue stores, when asked "how about it," admitted that it was true. "We would much prefer to sell the imported Limoges and English ware, as it is more in favor with the housewife. There is an exclusiveness about the foreign potter's mark that seems to get her," he said, "and it takes the most stupendous kind of a bargain sign even to get her to look at American goods. Being in business for making money and not for the advancement of American pottery, we sell the people what they are clamoring for, and what they are willing to plunk out the most hard cash for." This buyer seems to have put his finger on the crux of the whole situation.

#### WOMEN VOTE IN FAVOR OF LIMOGES

It is this favoritism for the foreign product which seems to be at the bottom of all the trouble. Five women were asked what kind of a dinner set they would buy if they had anywhere from \$20 to \$70 to spend. Three replied "Limoges," another "English," and the other, who afterwards admitted that she was a devotee to *Good Housekeeping*: "Syracuse."

Those that had voted in favor of the French ware gave as their reason, "daintier designs and better value," but when cross-questioned confessed that the real reason was that it was "more attractive." The English fan said be-

cause she had always heard "that the design on the English would hold its color better." The woman who said she preferred the "Syracuse China" was perhaps the only one in the crowd who had a reason: "Because I want a china that won't chip every time a girl looks at it. I can't see the sense in having a fine dinner set that is so fragile that it will break and chip at the slightest provocation. Food tastes just as good off one kind of china as it does the other, and I'm strong for the kind that lasts."

"But they say the designs are not as pretty."

"Don't want pretty designs. The taste nowadays runs toward simple gold-bordered dinner sets more than it does toward plates with young flower gardens stuck here, there and everywhere."

This housekeeper preferred the American ware because it appealed to her American practicality. But durability unfortunately is not a quality which is visible to the uneducated china buyer. She can see the beautiful design, the dainty shape. She can hold the plate to the light and see how translucent it is, but she can't see the durability. That is something she has to be told about, and as the retailer is not going to fall all over himself in his haste to tell her it is surely and squarely up to the manufacturer to do so.

#### CONTINUOUS EDUCATIONAL WORK NEEDED

As Mr. Ling, china buyer for Gimbel Bros., remarked to the writer, "What the American manufacturer has got to do is some persistent educational work and put American porcelain ware on its own feet. There have been several 'flash-in-the-pan' campaigns, but they didn't amount to anything. There is a home market for American tableware, but it has got to be made by the manufacturer."

And it is the opinion of several prominent New York dealers, including Mr. Witte, of Bawo & Dotter, and Mr. Higgins, of Higgins & Seiter, that, while there must always be a distinct market for the imported china, there is a

mass of people who would buy the durable American product if they knew more about its merits.

The need for advertising American pottery is magnified since the reduction of the duty on the imported ware. In differentiating between china and earthenware—the bulk of the American product is, technically speaking, “earthenware,” as practically no real china is made in this country—the Federal Government states that china is vitrified and non-absorbent in fracture, while the earthenware or American product is non-vitrified and absorbent in cross-section.

In running down the causes for the failures of the several half-hearted advertising attempts made by American potters, outside of the Homer Laughlin and the Onondaga campaigns, the lack of continuous appeal seems to be uppermost, as suggested by Mr. Ling. The need of *persistent* advertising is more apparent when the trade conditions are taken into consideration.

Where the product is being sold

through the retailer, and the advertising is being aimed at the consumer to start a dealer demand, it is easy to see the danger of a splurge. Just think of what takes place. The consumer reads the advertising, makes up her mind to buy a dinner set, and orders one from the local dealer. The dealer not having the desired set, and feeling that he had better put in a stock on account of the advertising, orders several sets. About the time the overworked factory ships Mr. Dealer's order it stops advertising because it “can't keep up with orders.” When the advertising stops, with it stops the consumer demand—for, you know, china is not “repeating” like a food product or article to be consumed—leaving the dealer with a stock of tableware for which he has no immediate demand. As a result, orders to the factory fall off, perhaps leaving the potter with a lot of new machinery eating its head off and no money to renew his advertising and re-create demand. Re-

## COLLIN ARMSTRONG

INCORPORATED

Advertising & Sales Service

115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

sult: "Advertising no good for the pottery business."

#### WHAT "SYRACUSE CHINA" IS DOING

If the Onondaga Pottery Company's campaign, now running in the magazines, is so built that it takes this necessity of continuous advertising into consideration, it should prove to be an example of how these conditions, which have hindered the advertising of china in the past, can be overcome.

To get around the difficulty of showing the design in its natural beauty, the Onondaga people are using colored page ads whenever possible and, to emphasize the durability of their product, are offering to send a sample to test. "Strike the edge of a piece of 'Syracuse China' against the edge of any other china of equal weight, and it will invariably chip the other china with no effect on the 'Syracuse,'" is the suggestion.

Whether or not any woman is going to risk a piece of her pet dinner set by banging it against a sample is an open question; even if she does, it might be like the machinist who bets his hammer is harder than his friend's, knowing full well that the hammer striking the blow will invariably crack the other. Nevertheless, the suggestion is forceful.

The manner in which the product has been played up in the Onondaga layouts, and the way the beauty of the design is brought out, indicate what can be done along this line. This fact is the more significant as the success of china advertising must to a great extent be built on the design plus durability.

#### GENERAL CAMPAIGN SUGGESTED

It is the opinion of a disinterested person in the china trade that it would be wise for as many of the 700 potters in the country as might be interested to forget their petty differences and get together and start an extensive general educational advertising campaign, pro-rating the expense among them. True, this is not a new idea, it has been suggested before, but in view of what other associations are doing along this

co-operative line and what individual china advertisers have done to popularize the product in spite of the difficulties, there seems to be no reason why American pottery cannot be put on its own feet once and for all.

The Southern cypress manufacturers are using advertising to put cypress into a class by itself in the lumber world; the oyster growers and dealers have got together and promoted the use of oysters; electric vehicle dealers have pooled their advertising appropriations and made headway in Philadelphia against gasoline competition; the American rice growers have used advertising successfully—why not American potters? Such at least is the feeling in trade circles.

#### Says Bahamas Should Advertise in U. S. A.

One of our colonies, the Bahamas, is aware of the uses of advertisement. In the report for 1912-1913 it is stated that although many Canadian and American visitors are reported to have visited the health and pleasure resort Nassau during the past winter, the colony is stated to receive insufficient advertising.

The Legislature voted £200 for advertising in Canada, but to be of any use a larger vote should be made annually, it is stated, so as to advertise as well in the United States.

"A certain amount of advertising is, of course, done by the steamship lines and the American Hotel," the report states, "but the attractions of Nassau are not nearly so well known in the United States as are those of Bermuda, where there is considerable competition between steamship lines and hotels."—*Advertisers' Weekly, of London, Eng.*

#### Whelan After Drug Chain

George J. Whelan, who organized and until recently was president of the United Cigar Stores Company, is negotiating for the acquisition of a large personal interest and a reorganization of the Riker-Hegeman Corporation, which operates a chain of 91 drug stores in New York, New England, New Jersey, Washington, D. C., and other places. The United Cigar Stores are not concerned in the deal.

It had not been generally known that Mr. Whelan had retired from an active participation in the affairs of the United Cigar Stores, in which he is still a large stockholder. Nor that he has been for seven or eight years past studying conditions in the drug line. He is principal owner of a chain of five drug stores in New York state and New Jersey.

## BIG SALES THROUGH THE **CHICAGO EXAMINER**

A Manufacturer of Foot Appliances used a half page advertisement in the Chicago Examiner exclusively. He writes: "The results of this effort have simply astounded me; I never dreamed that a demonstration like this was possible. The advertisement produced over \$1500.00 of local business besides scores and scores of cases I have been unable to take care of."

A Hat Store in Chicago recently placed a 200-line advertisement in the Chicago Examiner exclusively. It sold 1440 hats that day from the one advertisement, and the grateful manager sent for the solicitor to express his thanks.

### **The Same Results Await You**

Sworn statement to the U. S. Government of average circulation for six months ending September 30th, 1913:

DAILY	- - - - -	240,366
SUNDAY	- - - - -	528,328

## **CHICAGO EXAMINER**

**M. D. HUNTON**  
Eastern Representative  
220 5th Avenue  
New York

**E. C. BODE**  
Western Representative  
Hearst Building  
Chicago



*CHARLES DANIEL FREY*

—has probably illustrated, during the past ten years, more of the principal successful national campaigns than any other American artist.

His services are now offered exclusively through the studios of this company.

We are specialists in illustrations for advertising purposes. We have a large staff of artists—the best that we can find—each highly skilled in his particular field of work. We doubt whether you can find a more efficient organization—one as capable of understanding what you want done, and of carrying out the work in accordance with the best artistic and commercial standards.

*If you will give us a statement of your requirements we will be pleased to submit our ideas in type-written form, without obligation on your part, or in sketch form at a nominal charge.*

**CHARLES DANIEL  
FREY COMPANY**

*Advertising  
Illustrations*  
Monroe Building  
CHICAGO

## Fraudulent Advertising Ordinance a Success

The fraudulent advertising ordinance which was passed in San Francisco early in the summer, designed especially against the objectionable and deceptive methods employed by unscrupulous jewelers, is proving efficacious, says a dispatch to the *Jewelers' Circular-Weekly*. So far no cases involving jewelers have come up for trial, but this does not signify that the law has not been making itself felt in certain locations. Various changes have taken place in signs, window cards, etc. For instance, filled jewelry can no longer be marked 14-karat gold without the fact being called to the attention of the proprietor of the store, and up until the present time notifications of infringements on the law have been sufficient to produce the desired effect.

Commenting on the dispatch the *Jewelers' Circular-Weekly* says in an editorial: "While the trade has been familiar with the fact that agitation for laws against fraudulent advertising has interested jewelers in many states of the Union, and that state and national laws to prevent misrepresentation of this kind have had an almost universal indorsement of the jewelers and their organizations, but few have ever considered the efficacy of city ordinances on the same line in states where general legislation has been impossible. The jewelers who have given support to the movement against fraudulent advertising generally will no doubt be interested in knowing that an ordinance against fraudulent advertising is already being enforced in that city with very good effect."

## From "Yawps" to Ads

William J. Lampton, known for his "yawps" in the New York papers, has tried his hand at ad writing. The Electrical Exposition and Motor Show used an eleven-inch double column "yawp" over his signature for its announcement in the New York papers. The "yawp" was hand lettered, and illustrated with miniature cartoons down the side. Some idea of the copy can be obtained from the following extract:

"Oh, say,  
Look this way:  
It cooks his victuals,  
Lights his house,  
It gins his cotton,  
Milks his cows,  
It runs his wagons,  
Boats and cars,  
It takes his message  
Through the stars,  
It gives him health,  
It cures his ills,  
It knocks his powders  
And his pills,  
It digs his coal,  
It pumps his oil,  
It mints his coin,  
It tills his soil,  
In office, field and mine it takes  
The places of old things and makes  
The ancient order look like small  
Potatoes in a hill, that's all."

## What U. C. S. Thinks House-Organ News Is

Advertising men who every now and then are called upon to answer the question, "What shall we tell employees to send us for the house-organ?" or those who have a hard time developing news-producers among employees of the house, will be interested in a page entitled "The Kind of News We Want," which appears in *The United Shield* for September.

Following are some of the suggestions and examples of what the United Cigar Stores Company considers good news: "If, for instance, President Wilson should make a purchase in a Washington store—that would be news."

"Suppose a man ran into a store, grabbed a box of cigars from the counter and ran away with it. That wouldn't be news. But if a dog were the thief, the story would be worth a column of space."

This particular house-organ very much desires humorous material to liven up its pages, and cites this one as of the right sort. It was contributed by a New York salesman:

"A little Jewish boy came into my store last night and said:

"Misther, give me for 10 cents cigars for my fadder."

"I asked jokingly, 'What does he want them for?'"

"The boy looked at me for about a minute and replied:

"'For 5 cents, misther.'"

## The Special Field of the Booklet

The booklet is the golden mean between the extreme of the circular and the catalogue. All three have their place; but greater than either the catalogue or the circular is the booklet. The catalogue is merely a list and description, and the circular calls attention without the necessary details of reason-why argument. The booklet, on the other hand, incorporates both of these qualities to a certain extent; then proceeds to consummate a sale. And one reason why so many booklets are worthless is because they fail to fulfil the mission between these two extremes.

Another reason why they fail is because they are made up largely of either trite sayings in long and meaningless sentences which are both boring and counter-effective, or else they are so technical as not to be understood at all.

—F. R. Morison.

## Ivan Lytton with the Furst Company

Ivan Lytton has been engaged by the Furst Company, of Jersey City, as merchandise manager and advertising supervisor. Mr. Lytton was for six years advertising manager of the Rothenberg Company and lately advertising manager of the Simpson-Crawford Company.

## "Seeming different"

¶ Advertising agents sometimes feel that they must differ from their fellows at any cost, and this feeling is allowed to influence plans and their execution.

¶ The Procter & Collier Co. is not interested in being or seeming different. Our attention centers everlastingly on the single problem of the client's need, and we do not care whether our proposals vary in the least from those of others. Such difference as there may be will appear in the results.

¶ This and the fact that we need no iron-clad, small-type contracts to keep our clients with us, constitute the chief points of difference between most of our competitors and ourselves, on the surface.

¶ Would you be interested in going deeper?

## The Procter & Collier Co.

Cincinnati  
New York  
Indianapolis

## Figures Show Developing Demand Among Owners of Homes

Interesting Conclusions to Be Drawn from Government Statistics—Owners of Homes Show Greater Disposition to Make Important Purchases—Comparison of Farms and Cities

*Special Washington Correspondence*

MANUFACTURERS and advertisers who are anxious to analyze the possible market as definitely as may be are likely to be aided materially by a line of research which has been undertaken by the national Government and which is, in great measure, new to Federal statistics. This investigation, which is being conducted, primarily, by the United States Census Bureau, is designed to show what proportion of our population, in town and country, occupy their own homes, and also what proportion of the owned farms and urban residences are free from mortgage.

It is probably well-nigh superfluous to dilate upon the influence of home ownership upon merchandising conditions, and yet it is suspected that there are many distribution and sales interests that have underestimated the weight of this factor in consumer demand and some that have overlooked it altogether. For instance, there are some advertising and sales managers who, while admitting the significance of home ownership in the case of that large and growing consumer class that buys on the instalment plan, have been loath to concede that this consideration enters in with respect to ultimate consumers who purchase for cash through either mail-order or retail channels.

### EXTENSION OF INSTALMENT PLAN OF SELLING

A perhaps more far-sighted policy is that of the advertisers who have been impelled to study this and all kindred subjects because of a realization that there

is no telling to what lengths the "easy-payment" system of selling will ultimately extend. Originally confined, for the most part, to more or less expensive necessities, such as sewing machines, it has rapidly extended to all manner of luxuries and, as a straw that indicates the trend of the wind, we have the prediction from authoritative sources that a few years hence will see the instalment plan obtaining in the sale of as large a proportion of the automobiles marketed as it does now in the piano and player-piano line. And, just in proportion to the elimination of the jobber and the extension of the scheme of selling to the retailer direct, will all the problems of instalment-plan selling be brought home to the manufacturer.

Home ownership has, however, a wider and more general significance than as a test of the financial responsibility of individual prospects for instalment-plan selling. It would seem as though a study of the statistics which will ultimately be available covering the geographical distribution of homes owned, the proportion of the properties free from incumbrance, etc., etc., could not fail to afford a worth-while key to market possibilities. And these self-same statistics will contain many surprises that should have very tangible value, especially for those advertisers whose policy it is to localize their campaigns in one way or another.

It will probably be early in 1914 ere the complete national statistics on this subject are available. As has been said, this line of investigation is, for the most part, an innovation. To be sure, some effort was made in taking the census of 1890 to obtain data of this kind, but the plan was limited in scope. In connection, however, with the recent census, information on this score was obtained in all parts of the country and covering all classes of the population. As has been said, it will probably be some months hence before the grand totals of the statistical tables are announced, but already the Government has com-



From the New York Times, Oct. 8, 1913

no doubt that he will regard  
as his duty.

In printing the facts about the sales  
of grossly adulterated foods and "em-  
balsmed" and decayed meats in this  
city, our neighbor The Globe has done  
a good service. As one result of its  
campaign a large packing house has  
been haled before the court and fined  
\$1,500 for selling meats which were  
unfit for human consumption. The  
suppression of practices that threaten  
the stomachs of unwitting consumers  
is not the least issue that is before the  
public. We trust that the Health De-  
partment will continue energetically  
the purging from this city of its so-  
phisticators of food for gain.

THE TIMES has received from "M.  
B." and from ARNOLD WELD contri-

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The above is *one* of the many reasons why The New  
York Globe enjoys the confidence of its readers—  
and incidentally, why it has more circulation than  
any other high class evening newspaper in New York,  
as shown by proved statements to P. O. Department,  
and as required by law.

In New York it's

**The Globe**  
AND OF COMMERCIAL ADVERTISER.  
NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE, Foreign Representatives

Brunswick Building, New York City

Tribune Building, Chicago, Ill.

Circulation (Net Paid) for year ended September 30, 1913, 139,509  
Circulation (Net Paid) for month ended September 30, 1913, 158,318

pleted its investigation as to the ownership of farms. And conditions on this score in the rural districts are, if anything, more significant and more representative than the corresponding status in the cities.

#### SURPRISES IN FARM STATISTICS

One of the surprises above referred to is found in the lately completed farm statistics. We have heard much in recent years as to the rapidity with which prosperous American farmers are supposed to have been clearing off the mortgages on their land, and yet these new statistics show that a larger proportion of American farms are mortgaged than was the case ten or twenty years ago. The officials who have compiled these figures emphasize, however, that mortgage indebtedness is not necessarily an indication of lack of prosperity. Although in some cases mortgages are placed on farms because of poor crops or mismanagement, such obligations more often represent an unpaid portion of the cost of the farm itself or money expended for additional land, for new buildings or other improvements and for other equipment.

Following this same line of argument to the effect that the existence of a mortgage, under right conditions, indicates an ambitious and progressive citizen, it might be pointed out that in some respects the owner of mortgaged property constitutes the ideal prospect for the manufacturers of many lines of advertised goods. The mere fact that such an individual has a mortgage on his farm or residence property implies a certain willingness to purchase on the instalment plan. He is presumably a convert to both the theory and practice of instalment buying, and in order that he may be sold on any proposition, it is only necessary to convince him that his comfort, his material prosperity or his mental or physical welfare will be sufficiently well served to justify incurring the responsibilities involved.

It is a question, after all, whether the man who, though

having a dependable but modest income, is wedded to the habit of purchasing for cash is not just about the most difficult possible proposition for the firm that is placing goods that command prices in three figures. That very system or fear of debt which impels such a man to always pay cash bespeaks a frugality which causes him to hesitate a long time before he will lay down the sum (say several hundred dollars) necessary to purchase outright a pleasure vehicle, a musical instrument, a reference library, art objects, ornamental furniture or any other one of the dozens of advertised products that allure the average household. What appears to such a man an almost reckless extravagance when measured by the cash outlay might be regarded in an entirely different light if tempered by the monthly-payment plan. It is possible, therefore, that many interests in the advertising world can derive maximum benefit by studying Uncle Sam's new statistics not merely to locate home owners, but to determine where the greatest percentage of home owners are willing to place mortgages in order to make desired purchases.

And in support of the contention that this is sound logic, it may be pointed out that the farm statistics just compiled show that the proportion of mortgage indebtedness is higher in Iowa and Wisconsin than in any of the other states, and yet these states are among the most prosperous in agriculture. Or, again, take the fact that the most conspicuous increase in the proportion of farms mortgaged has been in the southern part of the country. This increased activity in borrowing in Dixie bespeaks as plainly as may be an increased confidence on the part of lenders in the titles to land and in the ability of the farmers of the "New South" to pay their debts. Now, of course, advertisers have not waited for this intimation to prod them to cultivate the Southern market, but it is worth something as adding to an accumulating weight of evidence to one end.

Taking into consideration the entire United States, it is found that the proportion of mortgaged farms in relation to the whole number of holdings increased from about 28 per cent in 1890 and 31 per cent in 1900 to more than 33½ per cent in 1910. Of the nine geographical divisions in which the country is apportioned for statistical purposes every division showed an increase in mortgages during the first decade of the century except the Middle Atlantic division, which is made up of the states of New York, New Jersey and Pennsylvania.

But there is another side to this story, and it concerns the marked diminution during the past twenty years in the relative importance of the mortgage debt carried by our farmers. Thus, though the proportion of farms mortgaged has increased, the latter-day prosperity of our tillers of the soil and the rapid increase in the value of farm land has caused a sharp decline in the ratio of debt to value, which is given as only 27 per cent at the

present time, as compared with more than 35 per cent a score of years ago. But it is no mystery that the average farmer's quickened buying propensities have not by any means kept pace with his increased purchasing power. To facilitate the deadly parallel, it is only necessary to point out that whereas mortgage indebtedness per farm increased on the average from \$1,224 in 1890 to \$1,715 in 1910, the average owner's equity per farm mounted in the same interval from \$2,220 to \$4,574. In other words, it more than doubled. The detailed figures show that this increase in buying power has extended with a reasonable degree of uniformity to almost every state in the Union.

#### FARMS OCCUPIED BY OWNERS

While those farm figures relative to indebtedness and value, which may be translated as purchasing power, show so gratifying a trend, it is also notable that there is an only slightly less satisfactory state of affairs on the basis proposition—namely, the

## GOVERNMENT REPORT

(Published in *The Evening Times*, October 2, 1913)

### Statement of the Ownership, Management, Circulation, Etc., of *The Evening Times*

published daily except Sunday, at Pawtucket, R. I., required by the Act of August 24, 1912.

Editor—James J. Hildrup, Providence, R. I.

Managing Editor—Archibald G. Adam, Central Falls, R. I.

Business Manager—Charles O. Black, Pawtucket, R. I.

Publisher—Times Publishing Company, Pawtucket, R. I.

Owners—Marsden J. Perry, Providence, R. I.; Samuel P. Colt, Providence, R. I.; Nelson W. Aldrich, Providence, R. I.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—Massachusetts Mutual Life Insurance Company, Springfield, Mass.; Industrial Trust Company, Providence, R. I.; Union Trust Company, Providence, R. I.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding October 1, 1913, 20,584.

CHARLES O. BLACK, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1913.

(Seal)

THOMAS P. CORCORAN, Notary Public.

**THE EVENING TIMES, PAWTUCKET, RHODE ISLAND**

farms or farm homes operated or occupied by owners. In the United States as a whole substantially five-eighths of the farms are operated by owners, and the remaining three-eighths are in the hands of tenants. It is worthy of note, however, as indicative of a marked tendency, that during the past ten years the farms operated by tenants increased much more rapidly—twice as rapidly, in fact—than those operated by owners. The percentage of increase in the case of the former was 16 per cent, as compared with 8 per cent in the case of the latter. This is no new manifestation, however. Ever since 1880, and probably from an even earlier date, the farms operated by tenants have, in each decade, increased faster than those operated by owners. Just what bearing the current "back-to-the-land" movement will have on this tendency is bound to be watched with interest by many advertisers.

There are in some sections of the country proportionately more farms operated or occupied by owners than is the case in other districts—this being a point not to be overlooked by those selling to rural consumers. Throughout the South, for instance, there is a high proportion of tenant farmers, the proportion of tenant farms exceeding 50 per cent of the total in the greater part of Dixie. There is also a comparatively large proportion of tenant farms in such states as the Dakotas, Missouri, Minnesota, Iowa, Kansas and Nebraska. On the other hand, there is a minimum of tenant farmers in New England, and there is a small percentage of such farmers on the Pacific Coast and in the Rocky Mountain States. It is interesting to note that throughout what is commonly known as the Middle West, perhaps the most important farming section of the country, and in all parts of the South, the tenant farms formed a larger proportion and the farms operated by owners a smaller proportion of the total number of farms in 1910 than in 1900, but the oppo-

site is true in New England, on the Pacific Coast, in the Rocky Mountain country and in the states of New York, New Jersey and Pennsylvania. Shall we construe it that these districts are the chief objectives of the "back-to-the-land" crusaders?

#### HOME OWNERS IN URBAN COMMUNITIES

The proportion of home owners among the farm population will doubtless be closely compared with the percentage of home owners among urban residents when figures are obtainable indicative of the latter. On the face of it the comparison will presumably be very favorable to the rural market and will doubtless be made the basis for many arguments on the part of those who contend that a home owner is the best prospect for many classes of advertised articles. As a matter of fact, there are two sides to the question, and the varied and insistent advertising appeal and superior merchandising conditions of the city must be taken into account, but, nevertheless, it is a dominant fact that the average individual will take more interest in furnishing and ornamenting a home which he owns than one which he rents, and there are many persons who hesitate to acquire any more bulky possessions than are absolutely necessary so long as they occupy rented quarters with the prospect of a removal once a year or oftener.

It is certain, too, that the proportion of home owners will be shown to vary tremendously in different cities. Communities made up of detached houses, such as are found to so large an extent in Detroit, Cleveland, Indianapolis, Buffalo and other cities of like character, will show a much greater ratio of dwellings occupied by owners than will those Eastern cities where the vast majority of the population reside in hotels, flats and apartments. In the case of the latter communities—and even with respect to cities such as Pittsburgh and Los



## PERSONAL SERVICE HELPS US TO HELP YOU

We can show you little about *your* business until you show us a great deal. Advertising agencies that "know it all" have the most to learn. Our success in educating the public to your product turns on our ability to educate ourselves in the details of its production.

Earnest, interested, *personal* service gives us a sympathetic insight into your problems which simplifies our work as much as it lightens yours. Ours is the office of the trusted employee, ever alert for the interests of the advertiser, his salesmen and his dealers.

Where quick, direct returns are sought, this frictionless, inside intimacy affords the very shortest shortcut to advertising dollars.

### H. SUMNER STERNBERG COMPANY ADVERTISING

LINCOLN TRUST CO. BLDG.  
208 FIFTH AVE.,  
NEW YORK CITY

Angeles—full justice could be done in the matter of home ownership only in the event that it were possible to embody with the statistics of the city proper the figures for surrounding suburbs.

#### NUMBER OF HOME OWNERS SURPRISES GERMAN

While on the subject of home ownership in cities, it is worthy of passing mention that an eminent German who recently spent some time in the United States as a student of American conditions, for all that he found much to criticise, confessed himself amazed at the extent of home ownership. He was quoted as saying that Germany had much to learn from cities such as Detroit, where he was informed that approximately 30 per cent of the population owned the homes they occupied. Interesting figures on home ownership will be those that concern the status in this respect of our working classes. A foretaste of what may be expected along this line is afforded by the results of an investigation conducted some time since by the U. S. Bureau of Labor, which investigated conditions in 25,000 representative workmen's families selected at random in all parts of the country.

Of the families questioned, it was found that about 81 per cent were occupying rented houses, whereas 19 per cent owned the homes they occupied. The largest percentage of home-owning wage earners was found to be in the Western states, and the smallest in the North Atlantic States. More than half of the owned homes were unencumbered. One of the rather surprising disclosures of this investigation was that the foreigners who have settled in the United States are apparently more ambitious to own their homes than are the native Americans. Of the workmen who were born in the republic, only about 15 per cent were found to own their homes, whereas 34 per cent of the Danes, 32 per cent of the Germans, 38 per cent of the Norwegians and 46 per cent of the Dutch have title to the dwellings they occupy.

Even if it be open to argument whether it is easier to sell to a home owner than a renter or whether the one is a prospect more worthy of cultivation than the other, it must be conceded that the home owners are the more readily reached with certain forms of advertising appeal—notably the booklets, circulars, catalogues, etc., that are distributed by mail. Home owners move much less frequently than renters, and consequently a mailing list gains in permanency and dependability just in proportion to the number of names of home owners it contains. Similarly, the tastes of the home owner are likely to be better known by the neighborhood tradesmen, and this is sometimes a factor in demonstration work at retail stores and in securing an introduction for new products. Finally, the home owner is personally in the market for many articles, such as screens, paint, seed, stoves, window shades, etc., to which the renter pays little direct attention.

#### An Unprovable Claim

NEWARK, N. J., Oct. 18, 1913.

Editor of PRINTERS' INK:

The first of this season's crop of oleomargarine advertisements claiming that the advertised product is "better than butter" has made its appearance in this city.

It is to be regretted that oleomargarine manufacturers continue to abuse the good name of advertising by making this contorted statement. It is had enough that oleomargarine should be advertised as "butterine" in view of recent Federal rulings against the use of the name on the package, but for any manufacturer to say that his "butterine is better than butter" is a statement too broad to be true and one which, even if true, would not be accepted by the public at large.

It is only fair to state that there are oleomargarine manufacturers who have been far-sighted enough to see the folly of advertising the product by means of unbelievable statements.

I have no fight with oleomargarine. On the contrary I believe it to be a wholesome and valuable product when made under proper conditions, but I do think that it should be advertised on its own merits and as "oleomargarine." If the Government has ruled the name "butterine" is deceptive and will not allow the package to be so branded, why should the same not apply to the advertising? If we stand for honesty in advertising, let's have honesty in advertising.

AN OLD COPY-WRITER FOR  
OLEOMARGARINE.



## Chicago Course in Advertising

The Central Department of the Chicago Y. M. C. A. last week announced a twenty weeks' course in advertising under the direction of Andrew N. Fox, advertising manager, Benjamin Electric Company, of that city. The fall term of the course was inaugurated last Friday night with an address by John Lee Mahin, of the Mahin Advertising Company, on "Opportunities for Young Men in the Advertising Field." The plan is to have a one-hour study period each session to be followed by a thirty-minute talk by some one prominent in the advertising field. The subjects for the hourly study periods for the fall term have been arranged as follows: October 24, "General Introduction"; October 31, "The Use and Abuse of the English Language"; November 7, "The Economic Basis of Advertising"; November 14, "The Buying Public"; November 21, "The Advertising Problem of the Manufacturer"; November 28, "The Jobber"; December 5, "The Mail-Order House"; December 12, "The Retailer"; December 19, "Organized Advertising."

The subjects for the winter term follow: "January 9, "General Survey of Advertising Media"; January 16, "Trade Papers"; January 23, "Magazines"; January 30, "Newspapers"; February 6, "Agricultural Papers"; February 13, "Street Cars"; February 20, "Billboards and Painted Signs"; February 27, "Religious Publications"; March 6, "Foreign Publications"; March 13, "General Review of Course."

The object of this course, according to the prospectus issued by the Y. M. C. A., is to give students a knowledge of the underlying principles which are being followed in the production of successful advertising."

## How Burroughs Tests Employees' Eyes

The Burroughs Adding Machine Company, Detroit, now puts applicants for employment through eye tests.

These tests, which apply to men hired for the inspection and assembling department, were recently described in *The Office Outfitter* as follows:

"The normal vision of the eye is considered as 100 per cent.

"Each foot of the distance is reckoned as a percentage of the distance, from which the party is tested. Thus by testing a man at seventeen feet his vision would be considered normal providing he could read all the letters correctly. If he failed to do so, he would be brought a foot closer to the letters. If he were unable to read at this distance, he would be brought closer, until he could read all of the letters correctly, then the difference would be noted and the percentage reckoned.

"The complete test requires three distances to be read from. Each distance tests both eyes and each individual eye. The final percentage is figured from the total of the nine percentages, divided by the number of readings."

## A Splendid Gift

On October 9th during the Great Triennial General Convention of The Episcopal Church now in session in New York City, the women of that Church made a united offering toward Missionary work of \$307,500.

The generosity of these women in making this gift was greatly stimulated by the fact that they were subscribers and readers of

## The Spirit of Missions

The Illustrated Magazine of the Episcopal Church

This establishes this publication as an excellent medium of quality. The rates of the publication are based purely on the quantity of circulation. You should not leave this medium off your list.

It is read and kept.

*Send for rates and data concerning special*

## CHILDREN'S NUMBER

Circulation 150,000—Rate \$80 page

CYRIL D. BUCKWELL, Bus. Mgr., 281 Fourth Ave., New York



## Publishing Statistics? Certainly! But Just What?

Former Baseball Writer, Corralled by Periodical, Says His Old Job Was a Cinch Compared with His Present Task of Handing Out Data to Quizzing Advertisers Seeking Information

COMFORT

AUGUSTA, Me., Oct. 16, 1913.

Editor of PRINTERS' INK:

The writer of this appeal for information has just been projected from a calm and restful job of baseball writer to the uneasy task of handling some of the letter-writing for *Comfort*.

For the first time in his career he has begun to read with care the magazines dealing with advertising.

Through them all he finds scattered articles, letters and communications of various sorts in which the advertisers are imploring the advertising departments to give them more information about their subscribers.

Now what I rise to inquire is: *What the deuce do they want to know, anyhow?*

I have asked everybody in the office. They don't know.

Fortunately there has been a collection kept of questions and lists of questions that have been fired at the magazine at various times. I have been over them all. If they had all been written by the same man they could not have displayed less originality or a narrower scope.

Now, what IS this information they want?

I believe that every publisher wants to give the advertisers all the information he can about the circulation of the magazine—I know we do. But we'd like a little intelligent information about what they would like to have. We are prepared to answer any reasonable, intelligent question that has ever been fired at us. What more can we do? We want to do it, are willing to do it, will spend any reasonable amount of money

for the purpose. Of course, we are not going to take, say, 125 of our subscribers, find out how much money they have, how many automobiles they have, how many houses they own, and the like, multiply it by 10,000 and call it accurate statistics about our circulation—as has, in effect, been done. But we will do anything that is legitimate and reasonable.

Now this letter is merely to make this suggestion: Why not run a series of articles in PRINTERS' INK bearing on the subject of the sort of information advertisers want from their magazines?

It is a pretty broad subject. It seems to me it could be well handled in one of two ways:

1. A series written by prominent advertisers on "What Our Company Wants to Know About the Circulation of the Magazines It Plans to Buy Space In." A bunch of typical advertisers should be taken. Now it is apparent that the sort of information they would want about one magazine would not be the sort they would want about another. Also that the information that could be given by a technical magazine of small circulation would be entirely different from that which a big general magazine of a million or so circulation could give. So it would be necessary for each writer to tell something of the sort of information he would expect from magazines of different character. By getting a representative lot of writers it would be possible to cover all sorts of magazines.

2. On the other hand, it could be considered from this slant: A series of articles by advertisers and advertising managers, each man dealing with one class of magazines. For instance, one man would write of the sort of information a general magazine should give advertisers, another on the sort that could be expected of a farm magazine, another on the sort from a trade magazine, another on mail-order magazines, and so on through the list, covering all the principal kinds of magazines.

Maybe this is a punk idea. Prob-

# Our New Book

## "Short Cuts to Results"

### Is Now Ready—Send for it.

"Short Cuts to Advertising Results" is an effort to show that the same principles which have built every striking business success can be followed in advertising to secure quick definite results.

#### "Short Cuts" the Secret

Analyze any modern commercial success and you will find that that success was largely due to taking *short cuts*.

Had the old beaten-track methods of the "trade" always been followed—had competitors' plans been copied—there would be no business Napoleons.

The ability to analyze—to "bottom" their propositions—and see the *short cuts* to results is what has made many of the monumental businesses which have been built during the past few years.

#### Three Years Too Long

And so it is when it comes to advertising. By beaten-track methods three years' time and a big yearly appropriation are required to accomplish results.

By *short-cut* methods you can often cash in from the day you start, for strategy—not brute force—is the keynote.

"Short Cuts to Advertising Results" shows by actual examples just what short cuts have accomplished in co-operation with some

of our clients and explains in a definite way what we mean.

#### These Headings Tell the Story

Perhaps these headings indicate the line of thought expressed in "Short Cuts" better than anything we can say—here they are:

"Short Cuts," "The Usual Procedure," "The Whole Thing Is Superficial," "Analysis the Basis," "No Cut-and-Dried Plan," "Making It Easy to Buy," "What Does the Dealer Want Most?" "Sustaining Demand," "What Short-Cut Methods Have Accomplished," "Why We Are Able to Find the Short Cut," etc., etc.

#### Write for Your Copy Today

If you have a selling problem—if you would be interested in bridging the years to results—if the "cash-in"-as-you-go-method appeals to you—or if the word "Short Cuts" opens a new avenue of thought, send for this book. There is no obligation attached to a request—merely say "send your new book" on your business letterhead, and "Short Cuts to Advertising Results" will reach you by return post. Send to-day.

**RUTHRAUFF & RYAN, Advertising**  
450 Fourth Ave., New York City

# 5,000,000 Southern Homes

There are more than 5,000,000 homes in the twelve states where the Southern Woman's Magazine is concentrating its circulation.

These 5,000,000 homes mean five times five million people, because the only readers we solicit are Southern women, and the vast majority of them are heads of homes. These women buy for themselves—for their children—their homes—and more often than not, they buy for their husbands. The buying power of this territory is in the hands of the women.

The Southern Woman's Magazine is published in the heart of these 5,000,000 homes, and is the only publication, *anywhere*, devoted entirely to the Southern woman. It draws a direct line from your product to the eye of the Southern home-maker, in whose hands is the household pocketbook.

The Southern woman—with her buying power and her buying willingness—is the Twentieth Century Opportunity of the advertiser.

If you do not know her and the golden land in which she lives, make her acquaintance, now.

## Southern Woman's Magazine

Nashville, Tennessee

F. M. KRUGLER  
Advertising Representative  
37-39 E. 28th St.  
NEW YORK CITY

Both are at Your Service—  
See or Write Them.

ably it is. But anyhow, a series like this outlined would be one which we should read with interest. And it would beat, all hollow, the printing of spasmodic outbreaks of advertisers, clamoring vaguely for "more information"—many of whom, I suspect, don't really know what sort of information they want.

Let's be specific—let's reduce this matter of the information that advertisers have a right to expect about magazine circulation to some scientific, reasonable basis. Then we can get busy on the information.

I hope your patience will last all the way through this letter. It's the first time I've written one this long since, as the Arkansas folks say, 'the hawgs et up m' grand-maw.'

But if it will forward the cause of learning a little bit, maybe it will not be wasted.

We ask to know.

W. H. GANNETT, Publisher, Inc.  
By PERCY H. WHITING.

## What a Manufacturer Owes to His Ads

C. J. BAILEY & Co., RUBBER GOODS  
BOSTON, Oct. 4, 1913.

Editor of PRINTERS' INK:

Through the advertising manager of the Boston *Herald* I have been handed some leaves from your publication displaying an ad of ours for Bailey's Rubber Tooth Brushes under date of 1888.

I am unable to give the date of this copy of yours but presume it was two or three weeks ago. I used this ad in magazines twenty-five years ago and am glad to say that with the free use of printers' ink we have distributed our products throughout the civilized world during this period.

Of course, I hope that my advertising has improved in display as well as copy with the times. My inventions have been many, reaching to the number of eighty patents I have taken out in different countries. I have stuck to the rubber line almost exclusively besides adding the largest retail rubber store in this city to the wholesale business.

I still continue to advertise generally all my lines, and I believe my great success in placing my products throughout the world has been by judiciously using printers' ink.

C. J. BAILEY.

J. A. Martin, who has been the traveling representative of *The Progressive Farmer*, of Birmingham, Ala., has been made advertising manager of that paper.

## The Human Element in Interwoven Hosiery Success

(Continued from page 10)

sheds light on the efficiency of the Interwoven policy.

The fashion in hose, both as to style and color, is constantly changing. New shades and weights are coming in and others are going out. It is part of the salesman's responsibility to be posted on these points. The changes come from more than one direction and for different reasons. The growing taste for livelier shades has not only affected woman's dress, including stockings, but has been reflected in men's wear. The big hose manufacturers, particularly those making the finer grades of silk and silk lisle stockings—those most subject to fluctuations in taste—naturally keep posted by securing frequent advices from the seats of fashion abroad and scanning the hosiery news in the trade papers at home, but also find it necessary to ascertain the local preference in each community naturally varying with place and time. This local taste can be gauged only by keeping in touch with the dealers.

Before each season opens, the home office sends out a letter to each salesman. He is asked if his trade would like to see certain old numbers dropped and other new, therein - described, numbers added. There may be a long list of the latter. He is requested to consult the trade and report forthwith.

"These replies," said Mr. Metler, "show that the salesmen take a keen interest in these investigations and appreciate their importance. I know that in most cases the salesmen, when they get letters of inquiry like this, drop everything else for the moment and seek the information. They don't answer the questions off their own bat, any more than we do in the home office, but take them around to the trade and get real ideas.

"Note the length of these replies, the personal interest shown in dis-

## The Man

A Scientific American is a man interested in the industrial progress of his country.

He is always a factor in the commercial advancement of America—either the Man-Higher-Up who plans big things in a broad way or the engineer of those plans.

The Scientific American man looks to the magazine of his craft for suggestive ideas and practical help in working them out. He writes thousands of letters to the editor every year asking such questions as:

"How can so and so be done?"

"Is there a device for...?"

"Who makes such and such a product?"

"What would you advise?"

The Scientific American man is a "do-er" as well as a constructive thinker. He has made money of course. (Tax records show that.)

The medium of introduction to this man is

THE  
Scientific American

MUNN & CO., Inc.

361 BROADWAY

NEW YORK

cussing the details, the suggestions on other subjects.

"Here's a letter asking them about the box label, as to whether certain suggested changes would improve it. Here are other letters about proposed new dealer-helps, and others reporting the extent to which our cards, etc., are being displayed in dealers' stores and show windows. All of this kind of store advertising goes out only on request, and we accordingly know the size of the demand for it, but we cannot tell without investigation how much of it is actually used, or how long.

"Consulting the dealers about the character of proposed cards, hangers and so forth, getting their ideas and studying with them the effect of it on patrons of their store helps, furthermore, to fix the Interwoven advertising in their minds. From all indications we believe that the dealers are very partial to the advertising support we give them.

"We consider this trade work of the utmost importance and never take a single important step, make a single important change, without consulting the salesmen and, through them, the dealers."

The use of the sales force to cultivate the dealer did not end here in the selling plan set in operation. Other letters were continually going out to the salesmen advising them of everything important in the field. They were expected to read the trade papers, so as to be able to discuss hosiery news with the trade and show themselves an alert, well-informed and helpful organization. But the more important items, scheduling variations in the price of raw material, possible tariff changes, etc., were sent out to salesmen just the same, at least once in every eight or ten days.

It goes without saying that such an organization could readily keep an eye on the extent and character of competition. In general, little attention appears to be paid it. Occasionally something happens that requires notice, as when the salesmen of some competitors are reported to be spreading the story that the Interwoven company is really a jobber and does

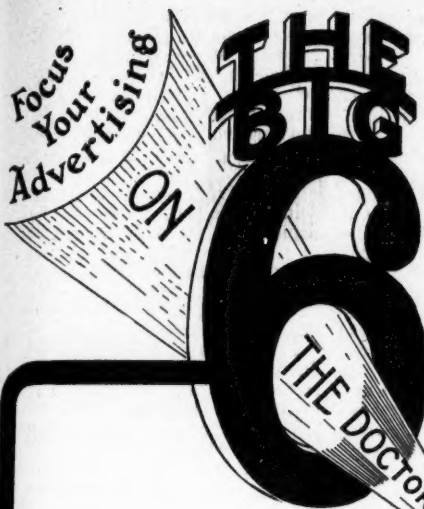
not manufacture the product it sells. When this happens the office notifies all salesmen, of course, but also meets the situation by direct advertising to the dealer, showing pictures of the mills, giving facts about them, and calling attention to the consumer advertising in national and local mediums.

When the dealers are brought by this direct advertising, and by the salesmen's efforts as well, to realize the complete identification of retailer's and manufacturer's interest, orders and sales become automatic—the goods pass out from the mills through the retailers' stores to the consumers in an uninterrupted stream. And the interviews of the salesmen with dealers, instead of being debates on price and terms, become mainly discussions of what store-helps to use, how to join local to national advertising, how to get more selling power into the new ones, what the public wants, and similar practical questions. Selling has become not so much a matter of changing the dealer's mind as of falling in with it.

#### DISPLAY FEATURES IN PROFUSION

This is the direct work on the dealer. Just as important an influence in securing his support for the goods—really a much more important influence—is the store advertising itself, which really makes good on all the representations and promises of the company. It is put out in remarkable profusion and variety and constitutes the backbone of the consumer campaign. Show-cards, cut-outs, panel screens, signs, plaques and shields of brass, bronze and other metal, porcelain and plaster, mounted and unmounted; illuminated globes, hangers in board and metal, metal outdoor flange signs in colors, embossed metal in colors, window transparency, velvet pennants, large canvas hangers, moving picture slides, newspaper electros, etc., etc.—53 different styles are advertised to the dealer in a six-page catalogue and furnished free.

The catalogue is revised from time to time. It is distributed to dealers with their orders and



## through the "Big Six"–

In other words, let these high-class publications carry your message directly to

### The Men You Want to Reach

The recent experience of a number of the country's most discriminating and experienced advertisers has shown conclusively that the use of these six standard medical journals enables them to secure the attention and patronage of the medical profession in the most effective yet economical way.

Measured by actual bonafide results, therefore, the use of advertising space in these journals is the best result-bringing proposition in the business world to-day. *It is a significant fact that no firm that has used the "Big Six" has failed to obtain prompt and substantial returns!*

Write for valuable information on "How to Focus Your Advertising on the Doctor."

#### ASSOCIATED MEDICAL PUBLISHERS

A. D. McTIGHE, Eastern Rep. 286 Fifth Avenue, New York	S. DeWITT CLOUGH, Secretary Ravenswood Station Chicago, Ill.
American Jour. Clin. Med. Chicago, Ill.	Interstate Medical Journal St. Louis, Mo.
American Jour. of Surgery New York, N. Y.	Medical Council Philadelphia, Pa.
American Medicine New York, N. Y.	Therapeutic Gazette Detroit, Mich.



brought to the attention of prospective dealers by salesmen and direct advertising. The number and kind of these helps form one of the strongest inducements for dealers to handle the line that could be offered.

It is not so much that many of them are expensive, though they are. The striking thing about them is their artistic merit and distinctive quality of bright, good-humored simplicity. The strong use of line and black and white effects are comparable to the best German work. They are models of their kind and their success with the dealer is the reason for their great variety.

It is worth noting, by the way, that the show-cards are generally small, 10 inches by 7, or some such size as dealers can use conveniently without covering up a lot of stock.

The cards carry the same designs and lettering as the newspaper electrotypes and moving picture slides. Thus three strong types of local advertising are linked together in a logical way. The campaign cannot be pushed too thoroughly where the factories are so heavily oversold on goods.

At the start, the Interwoven line was placed in large cities in some sections of the country, and in the smaller towns in other sections. Gradually the vacant spots were filled in, until now practically the whole United States is systematically covered by salesmen.

At the beginning and until the business was developed to approximately its present size, no standard advertising was done. Complete and strong distribution had been secured and large sales built up before a line of advertising was run in magazine, newspaper or street-car.

"We went into *The Saturday Evening Post* in 1911 for several issues for a special reason," said Mr. Mettler. "The trade conditions at that time were unsettled and there were forebodings of panic. We were in a comfortable position, but did not know what might happen, and we utilized advertising to make an impression

on the trade and hold the business through the possibly dull days to come. We were not after immediate sales; we were simply taking out a little business insurance. We were at that time and for two years previously had been using space in the trade papers.

"The advertising we have been doing since 1911 more or less regularly in the daily newspapers of New York City and less frequently in Boston, Philadelphia and Chicago, has likewise had less reference to immediate sales than to the future."

Trade paper advertising was discontinued after 1911 and direct appeals to the trade made in the form described.

The advertising stream starts with Mr. Mettler himself. He originates the ideas, or most of them, and blocks out the ads, leaving it to the agency copy-writer and artist to whip into shape. Then he passes them in final review. One is struck with the variety of these newspaper ads, the shifts of the trade-mark, the unusual and erratic combination of lines to secure attention, and the happy vein of good nature in the wording.

#### COMBINATION FOR SUCCESS

"Yes," he said, "we were experimenting. But the good nature is the agency's contribution."

Here, no doubt, is the ideal combination for advertising success—the head of the business—the practical man furnishing the selling thought and the agency moulding the expression. The value of the results speaks for itself.

In the present oversold condition of the factories a large national advertising campaign is considered to be out of the question for the present. A year or so later the third large mill of the company will be in commission, and it will be time to think of laying out a broader campaign.

The man who is chiefly responsible for the Interwoven success—the man who practically is the company—who reorganized the old Kilbourn company, organized the present Interwoven company, financed it, revamped the whole



# The Beautiful Christmas Annual of Country Life in America

Full of color and beauty, alive with holiday spirit and fun, this luxurious Annual will be at least as good as Country Life's best. In England the great annuals fill a definite place in the holiday celebration; no other publication comes so near to meeting the same need on this side of the water.

It has the permanence of the annual—dominating the library table for months, or going around from one to another, gathering admiration and attention from the best and happiest people in the land.

## What It Can Do For You

The Christmas Annual puts your message before the open-pursed, big-spending country estate class; whose wants are endless. It assures especial attention for you, because the Annual fits so well into the life and doings of the rich man's country home, with its ideas and suggestions and inspiration for the great festival season.

## Forms Close Nov. 8th

**DOUBLEDAY PAGE & CO.**  
GARDEN CITY, NEW YORK

Advertising Department  
11 West 32nd Street, New York City

447 Tremont Building  
Boston, Mass.

Peoples Gas Building  
Chicago, Ill.

# The NEW ORLEANS TIMES-DEMOCRAT

**Over 36,000 Daily  
Average Paid**

**Over 47,000 Sunday  
Average Paid**

Quality and Quantity of Home  
Circulation, Paid.

ONE HUNDRED PER CENT advertising value, because of age and prestige of paper, style of make-up and class of readers. No objectionable advertising accepted. A clean newspaper, respected, relied upon and read by the best people of Louisiana and Mississippi.

The reduction in subscription price from \$1.00 per month to 65 cents per month is the cause of splendid increase to over

**36,000 Daily and  
47,000 Sunday**

made in the last six weeks and circulation is still growing.

For over fifty years the Times-Democrat has been the greatest newspaper of the south, during all that time owned and published by natives of New Orleans, always fighting for the best business and home interests of its readers.

"The best salesman making Louisiana and Mississippi is the

## NEW ORLEANS TIMES-DEMOCRAT"

Repeat orders, increases in circulation and advertising prove it.

### CONE, LORENZEN & WOODMAN

Publishers Representatives

New York

Atlanta

Detroit

Kansas City

Chicago

selling scheme and built up an organization of striking efficiency, confesses himself largely "book-taught." He attributes the rapid growth of the Interwoven business to the knowledge secured through business and technical books and the trade periodicals.

"I believe in a broad general education for every business man," he said, "and I find from my own experience that it is comparatively easy to add to it the special knowledge of business that is afterwards required. But at the outset right theory is all-important.

"I got next to nothing that helped me out of the hosiery trade itself," he continued, "I mean by studying the selling methods of other manufacturers in our line. Practically everybody was doing the same thing. There was no real inspiration there. I felt that I had to go outside of the line and study the sales methods of successful manufacturers in other fields to get fresh ideas if I hoped to make a success of my business venture."

Mr. Mettler, in other words, might have said that he was manufacturing not merely stockings, but that he was trying to manufacture a success. Consequently he wanted to know what other manufacturers in that same line were doing. The fact that they might be making steel or buttons or breakfast food was incidental. The real question was: how do they *succeed*? How do they size up the demand for their articles; how increase it; how handle their sales force; how advertise; how cut the costs; how maintain prices? When he found out, he could borrow some ideas bodily and modify others to suit the requirements of his business. He could get a line on his own methods and test them by comparison with the most efficient practice in other fields.

"The type of article that I prefer in PRINTERS' INK," he said, "is that which tells what other manufacturers, in whatever line, are doing to solve their daily problems, stories of their mistakes and solutions. I don't care so much about the mere advertising cam-

paigns, except as a part of the larger problem of selling.

"The growth of business information has been immense. Years ago it took a man nearly a lifetime to acquire sufficient knowledge to win large success. He had to get it almost by sheer, unaided personal experience. Today we have everything spread before us in books and trade papers. All the known principles are laid bare. The methods and details of scores of fields are brought together, analyzed and presented with their underlying theory. For anyone who studies these results well or keeps his eyes open to general conditions, it is, or ought to be, an easy thing to make his business a success."

Following his graduation from college fourteen years ago, Mr. Mettler qualified as a mining engineer, but afterward, as circumstances suggested, took up the study of law, and, as counsel for the bank, came into touch with the hosiery industry, thus duplicating the experience of Mr. Green, president of the National Biscuit Company, who was called upon as a lawyer to assist in the reorganization of that company some years ago. Mr. Mettler knew next to nothing about business, but threw himself into the study of it while studying textile production.

And business, he says, is to him "the most interesting thing on earth, there is so much variety in it."

He makes it interesting. The study habit is one of the straws showing that. His interest in advertising and personal supervision of it is another. He takes time to do things thoroughly. Everything that can be done ahead of time is done that way—the advertising, some of it, is prepared months ahead of the need for it. Everything that can be nailed down by system is nailed down. This leaves time to devote to things that have to be done on time, by personal attention.

This, then, is the Interwoven selling scheme and theory, very simple and unspectacular, without frills, loud noises or any agitated running 'round in circles.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

## DON'T OVERLOOK THE BOYS' MAGAZINE

when making up your new list.  
Monthly editions are over

**105,000**

50c. a line. 45c. a line for  $\frac{1}{4}$   
page or more.

A clean, high-class magazine.

Edited by Walter Camp.

**The Boys' Magazine**  
SMETHPORT, PA.

JAS. A. BUCHANAN, Western Representative,  
337 Marquette  
Bldg., Chicago, Ill.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 23, 1913

## **The Boss Behind the Boss**

A certain large concern of the first rank in its line is supposed to be getting third-class service in its advertising campaign. Its copy is thought by some to be weak and unimaginative in the face of a product whose possibilities would almost energize a wooden Indian. Yet every agency solicitor has whet his teeth on the account in vain. Improved copy, merchandising plans, stimulating suggestions of "stunts," all avail not. Those who go over the head of the intelligent and sympathetic advertising manager find at least an equally intelligent and sympathetic general manager, but encounter the categorical negative just the same.

The old solicitors are wise by this time. The word has gone about, the secret is out. Some accounts, as we know, are won and kept on the golf links. The destiny of others has a not remote connection with the crook of elbows, clink of crystal and the extinction of dull care. Still others have a certain relation to inside

"deals." And some, again, are the spoils of battle on the political field: the ægis of the civil service fails to protect them.

The account in question is a striking example of the last class. The advertising agent is the worthy henchman of the political boss of his city. The boss is an associate of some of the large stockholders and directors of the manufacturing company. "What's the use?" say the envious solicitors. While this condition lasts there is no hope—the political advertising man has the account "sewed up," and, short of absolute murder, can inflict about any sort of treatment on the account he pleases—the general manager and advertising manager, and, indeed, the directors, cannot help themselves.

This is a condition that would hardly be tolerated if the advertising man had the recognized standing of a qualified engineer or other professional man. When advertising success is still so generally regarded as a matter of sharpness and luck, what is there surprising in finding political directors agreeable to the employment of a successful politician as advertising counselor?

The more suggestive point in the situation, however, is the interference of the boss. How far must he be reckoned a factor in the advertising field? What use in "educating" the advertising manager, or general manager, if the real power is located somewhere else outside the organization, difficult to reach, indifferent to business considerations and using business places and services as pawns in his bigger business game? Have we got to chart his ways and determine the quantity and quality of his pulling power?

But it is not always easy to put your finger on these key-men, these powers behind the business thrones. Here are some interesting facts about one of them, reported by the *Boston News Bureau*:

Now the amazing fact is that a comparatively unknown man has just died at the age of 75 worth considerably more than \$100,000,000 and 40 years ago he was a waiter at the Delevan House in

Albany. This was when he was over 30 years of age and nobody could then have dreamed that "Tony" Brady would start on a career that would land him, at 75 years of age, with more than \$100,000,000. He first opened tea stores in Albany; then went into the electric lighting business. Later Governor Flower brought him to New York because he knew more about the electric lighting business than anybody else. He expanded into electric lighting in New York and Brooklyn and when the New York Edison was merged in the Consolidated Gas he still retained his interest.

Brady has ranked for some years as one of the largest owners of Consolidated Gas. We all knew that he had \$8,000,000 in Brooklyn Rapid Transit, which practically cost him nothing, having been bought at \$20 per share before dividends began.

But it would surprise Wall Street to know that Chattanooga closed its stores on the day of the Brady funeral, and that Brady had in that town \$30,000,000 invested in electric light and manufacturing. Outside of his electric lighting interests and his Gas interests his biggest investment was \$32,000,000 in American Tobacco. He had also the largest interest in United States Rubber.

Here is a relatively unknown man of great personal power and wealth, having business connections in as many and almost as unsuspected places as he had political connections. How many people know that he was president of the New York Edison Company, and a director in the Westinghouse Electric and Manufacturing Company, the United States Cast Iron Pipe and Foundry Company and more than thirty other corporations? Think of what he could have done if he had chosen in the way of swaying the advertising account of one of these big companies, and no advertising man be the wiser!

"We have decided to make a change," the general manager or vice-president would have told the advertising agent, and that would have ended it; there would have been no hint that the matter had come up in the board of directors and the great man had frowned, uttered a portentous word or two, and closed the incident.

Of course, PRINTERS' INK cites Mr. Brady not as an actual example of the practices referred to, but simply because he was a type of that modern financial magnate whose influence is often felt in various business ways without

his moving hand being actually apparent to the outsider. When these great financial powers realize that advertising is just as technical a calling as engineering or architecture, the conscientious workers in the advertising field will find their paths made smoother.

### **The Executive as Reflected in His Organization**

The minute your foot crosses the threshold of some business houses you feel the atmosphere of the place. The walls, the furniture, rugs and hangings, the pictures and the lighting have the indefinable tone of harmony. You look about and see in the background or through an open door young men and women agreeably and importantly occupied. There is an absence of bustle, a presence of simple, quiet directness. The very air of easy alertness with which the office boy marks your appearance and advances to meet you adds to your dignity and the dignity of your errand. You are glad to be there, and you register a mental resolve to do business with these people if they will let you.

What is the selling potentiality of such an organization as that, and does it just happen—be born, full grown? All who have given any thought to the matter are in substantial agreement on these points, but we do not remember to have heard or seen any better summing up than that which Robert Sterling Yard, the editor of the *Century*, gives in his highly entertaining book on "The Publisher," just out. He is talking about selling books, but the reflections are just as true of any other selling. "What is it that makes a book sell?" he asks, and quotes a successful publisher as saying:

"That question is a tough one. My own growing belief is that the answer should be the publisher's will and the 'success vibrations' that he emanates, extending from his travelers and advertising men to the trade and the public."

And then Mr. Yard goes on to say:

"As is most other human mechanism, business and otherwise,

therefore, it is the Will at the top, to adopt the term, though another would serve as well, that is the principal element in the publisher's success in selling books.

"How he perceives so often just the thing that his public wants, and how he conveys his 'success vibrations' to salesman and public are problems of personality and genius.

"The shop-keeper who becomes the 'merchant prince' of his city, the manufacturer who puts his soap in every twentieth kitchen in the land, the hotel-keeper who wins for his house the ribbon of fashionable prestige, all possess this divine Will."

A little later on he explains with further detail what he means by these mysterious "vibrations":

A publisher seldom stops to figure out the reasons for his success any more than the average successful man in any other business. . . . The fact is that he lives and works in such sympathy with his tools and his market; that he identifies himself so completely with his work; that day by day, season by season, year by year, he so radiates the spirit of the institution he is upbuilding, that presently he or the business (for the two merge into one in the years) acquires a power and a personality of astonishing magnitude, and within its lines of influence, quite irresistible.

His clerk and his stenographer feel this mysterious spirit in the very air. His advertising man becomes saturated with it and translates it into palpitating appeal. His salesman absorbs it and exudes it to the increase of his sales and the making of his own reputation.

This is the spirit that wins battles. In business it is called by many names. It is what is generally meant when a staff is said to have *esprit de corps*. Our publisher's "success waves" expresses the idea as well as any. This common but mysterious personal quality I regard as the greatest element in selling books.

And then, to risk another quotation, the application of the interpretation to the circumference of the selling scheme:

"There is, of course, no denying the great advantage to the publisher of the best of salesmanship in his force, but it seems to me that, other things equal, the salesman who will be of most use to him in the long run is not the man who will load up his customers with the biggest given sale so much as he who will prove the

most transparent medium for the passage of the publisher's own enthusiasm, personality, his genius, into the consciousness and sympathies of his retail customer."

And so it is not altogether, or mainly, many times, a question of price, or terms, or even quality in the goods, but also of human relationship—a question of sincerity in the correspondence, a sympathetic restraint in a moment of friction, a pleasant voice at the end of the wire. These amenities are not always the result of chance; they are often due to a carefully thought out programme. In the best organizations they are always due to careful thought. If the head of the house does not personally see to these details, he has men around him who know his likes and dislikes, and do translate them into minor personalities. The great executive must express himself in this way, as the great general disciplines his army into a reproduction of himself. This is perhaps the most scientific of all scientific management.

"You are hereby instructed to consult our advertising manager before ordering any new printing or packages of any kind, in order that he may have opportunity to see that our tags, labels, cases, stationery, etc., have the biggest possible advertising value."

Thus runs a recent order from the president of a large industrial corporation. It shows that more concerns are realizing that there is advertising value in all of the day's work—a subtle, perhaps unconscious, influence that is to be looked after zealously by one whose wits have been sharpened for such work.

## Druggists Would Maintain Prices

The Louisville, Ky., Retail Druggists' Association has decided by resolution to endeavor to secure the passage of a bill at the next session of the state legislature, in January, enabling resale prices to be fixed. The druggists declare that they do not desire to secure the privilege of price-cutting.



# Mrs.\_\_\_\_'s Opinion

No real test of advertising value overlooks the subscriber's attitude.

*"I almost feel you are a personal friend; so many of your ideas hold aloft what a real mother ought to be to her children."*

*"I wish every mother could have the help of your magazine."*

*"I cannot say things good enough for American Motherhood. I wish I had it long ago."*

*"I appreciate American Motherhood and would not miss a copy. I think you are doing splendid work."*

*"I have been passing my copies over to another young mother, but the last number is so good I am going to keep it for reference."*

*"I read every number with profit and wish its teachings would be heeded by all young parents; we would soon have a better state of society."*

Extracts from subscribers' letters to the editor.

Advertising results are proportionate to the intensity of the reader's interest.

American Motherhood reaches an intensely cultivated field represented by 92,000 mothers of growing children.

The new rate of \$100 per page, with a guaranteed circulation of 100,000, goes into effect *September 1st, 1914*. Until then the rate is \$80 per page.

## AMERICAN MOTHERHOOD

WALTER C. KIMBALL, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.  
110 S. Dearborn St.  
Chicago

Paul W. Minnick, Eastern Mgr.  
432 Fourth Avenue  
New York



## I'd like to meet the ADVERTISING MANAGER

who needs an assistant

capable not only of carrying out a plan efficiently, but with the ability to help in the planning as well.

I have been with a prominent agency for the past two years. I planned, wrote and laid out ads—railroad, automobile, real estate, bathroom fixtures, roofing, wall board, food stuff, etc.—and occasionally worked directly with the various clients at their offices.

Previous to this I had a broad merchandising experience as a wholesale salesman and buyer, on the road and in the city for several years. I have a good working knowledge of engraving, printing and art treatment.

I can refer to the agency and to other advertising men. Address "A," Box 110, care Printers' Ink.

## Do You Need A Good Man?

I have in my employ a young man for whom, owing to the recent merger of my business (Art Publisher) with another concern, I wish to find a suitable position in New York City. He has been in my employ for the last seven years—is thirty-six, married, well educated and thoroughly trustworthy. As assistant in art or editorial department or in charge of important correspondence, he should prove an exceedingly valuable man. I pay him \$50 a week, and he would expect at least that salary elsewhere. "A. G.," Box 109, care PRINTERS' INK.

## League to Push Vigilance Work

A DECISION to go on with the vigilance work against fraudulent advertising, to do it more aggressively, and also more constructively, and to raise \$5,000 to support its effort were the issue of the first fall meeting of the Advertising Men's League of New York, held at the Aldine Club, October 16, with more than 200 members present.

It was announced that five publishers had pledged \$200 each, and that other subscriptions brought the amount up to \$1,150. Other contributions of from \$5 to \$100 were made on the spot. W. C. Freeman was certain several local papers would donate free space for advertising the crusade.

The meeting was arranged in the form of a "high court of impeachment," in order to give the critics of the vigilance work an opportunity to be heard. The only voice raised against it was that of Henry King Hannah, the advertising agent, and his objection was a very much qualified one. He thought there was altogether too much law and too many lawyers, and he thought more reliance ought to be placed on the moral force of advertising itself. "If we must fight dishonest advertising," he said, "and we must, let's do it by advertising, by education, instead of by force, which in the end is more expensive."

On the other side John J. Dillon, publisher of the *Rural New Yorker*, reported progress for the League's Vigilance Committee, and H. D. Robbins told what the National Vigilance Committee were doing. Norman Hapgood, editor of *Harper's Weekly*, said that the present tendency was not so much to multiply laws as to substitute clearer, simpler and adequate laws for those that are inadequate or outgrown.

The fact that the PRINTERS' INK statute seemed to be severe should not be taken as unnecessary harshness. The law would be carried out with common sense, and only be enforced in extreme

cases. E. L. Clifford, advertising manager of the *Minneapolis Journal* told how its publisher had purified its columns of medical and other undesirable advertising at an initial sacrifice but an eventual gain.

"The reason why many newspapers are no better than they are," said Mr. Clifford, "is because they are groping in the dark. You don't let them know how they can clean up practically. You don't hold out a helping hand.

"No newspaper," he added, "is better than the worst advertisement."

The tremendous importance of the campaign against dishonest and fraudulent advertising was emphasized by Dr. Talcott Williams, dean of the Pulitzer School of Journalism, Columbia University. Herbert M. Casson made the moving appeal for financial support.

### Manicurist's Part in Competition

Some of the downtown druggists in the larger cities feel that the so-called beauty parlors are getting too much toilet goods business away from them. These beauty parlors are springing up everywhere, and they are undoubtedly doing a large business in toilet goods, creams, lotions and stuff of that sort. All this business formerly went to the druggists.

For druggists in downtown shopping districts, or hotel districts, the manicure girl might prove to be a helpful adjunct. A manicure girl would be much more in place in a drug store than in a barber shop, yet the latter have them in hundreds, whilst the druggists as yet only have them in scattered instances. The atmosphere of a drug store ought to be more satisfactory to the girl, and the proposition should work out well for both sides.—*National Druggist.*

### "Wool & Cotton Reporter" Staff Changes

W. Lee Pinney, who has in the past been connected with the *Commercial Bulletin*, *American Silk Journal* and the Hearst publications, has become connected with the *American Wool & Cotton Reporter* advertising staff, operating from their Philadelphia office. H. K. Carter, at one time with the *Textile Manufacturers Journal* and *Knit Goods*, has also been added to the *Reporter* advertising staff, operating from their New York office.

## Pure Foods

Physical Culture was agitating food reform years before the question was considered by any other publication, to be deserving of even passing mention.

As a result of this educational work

## PHYSICAL CULTURE

to-day offers the pure food manufacturer a medium of publicity which, from a standpoint of quality-circulation, cannot be equalled.

Every reader a pure food enthusiast—Waste circulation entirely eliminated.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**October, 1913, Gains  
1,371 Lines Over Best  
Previous October Number**

## Circulation

We want a man familiar with circulation methods to call on circulation managers. He must have ideas and the ability to apply them to the other man's proposition. He must be able to think in a straight line. Preferably college trained. This position should teach the right man more about circulation-getting than any one man knows. It is a job for a big man in the making.

No man connected with any publication, advertiser or agency need fear to write us freely. We have no connection with any of these. All inquiries will be treated confidentially.

Please be specific about your training and experience.

"P. C.," Box 107, care PRINTERS' INK.

## What New York Housewives Spend

The Merchants' Association of New York has arranged data pertaining to the New York market which should be of wide interest to manufacturers. The association's figures showing the amount of different commodities sold in New York in one year and the cash paid by consumers are, as follows:

1. Beef and other meat food products—880,000,000 lbs. at 20c. per lb. ....	\$176,000,000
2. Milk—800,000,000 qts. at 8c. per qt. ....	64,000,000
3. Butter—139,000,000 lbs. at 39c. per lb. ....	58,650,000
4. Eggs—150,501,630 doz. at 30c. per doz. ....	45,150,489
5. Bread—900,000,000 lvs. at 5c. per loaf. ....	45,000,000
6. Sugar—400,000,000 lbs. at 7c. per lb. ....	28,000,000
7. Poultry ..... 20,000,000	
8. Potatoes—750,000,000 lbs. at 2c. per lb. ....	15,000,000
9. Fish—150,000,000 lbs. at 10c. per lb. ....	15,000,000
10. Coffee—45,000,000 lbs. at 25c. per lb. ....	11,250,000
11. Other vegetables and fruit ..... 5,000,000	
12. Cheese—28,956,009 lbs. at 16c. per lb. ....	4,632,961
13. Tea—5,000,000 lbs. at 40c. per lb. ....	2,000,000
14. Cereals ..... 5,000,000	
15. Canned goods ..... 150,000,000	

Total ..... \$644,683,450

It is estimated by the association that New York has 12,000 retail grocers.

## Campaign for Cold Storage

Members of the Produce Exchange in Philadelphia have inaugurated a campaign for removing the prejudice against refrigerated butter and eggs, fish and poultry, in which advertising, no doubt, will play an important part.

The produce commission men contend that cold storage is a necessary economic proposition in the matter of food supply, and the purpose of the campaign is to show the public or that part of it that is fortunate enough to participate in a banquet to be held, that not only is refrigeration necessary to provide proper food supplies at certain seasons, but that meats may be improved by it.

A banquet is being arranged which will be unique in many respects. Several poultry courses will be served, that the diners may judge the quality of chicken, duck and turkey after months of refrigeration. Fish will be served in variety and there will be meats representative of herds, flocks and droves.

It is pointed out that it long has been the custom to freeze the holiday turkey before roasting. When first refrigerated meats came East there was a hue and cry against them. Now most of the beef, pork, lamb and mutton consumed here is from storage houses.

Claims are made that eggs laid in April or May and kept in refrigerators until winter are better than eggs laid in summer and eaten within a week or two; that butter can be kept in storage many months without the slightest impairment.

Later, the housewives will be instructed in the purchase of refrigerated products—how to safeguard against the buying of foods that careless dealers may have kept too long after their removal from storage houses.

## General Electric's Foreign Policy

The General Electric Company of Brazil has been incorporated to take care of the interests of the General Electric Company in that country. Guinle & Co., exporters, of 42 Broadway, New York, formerly the representatives of the General Electric Company in Brazil, have given up the electrical end of their business incidental to this change. The incorporation of a Brazilian company is in line with the General Electric policy of handling foreign business through separate companies holding foreign charters, and in addition to its English and European subsidiaries there are allied companies in Mexico, Paraguay and some others of the South and Central American republics.—*Electrical World*.

## Baker Uses Wanamaker Idea

One of the big retail bakers of the Harlem section of New York believes that music helps to sell his wares. So, on the busiest days of the week he employs musicians to render a popular programme. Extra clerks are employed, yet his customers must usually wait several minutes before they can be served, and this waiting was irritating before the music was provided. Now the women, who are often tired from a shopping trip, find both rest and enjoyment in a visit to this store. Chairs are provided for the weary ones, and the idea is working to complete satisfaction.—*Bakers' Helper*.

## Kuhn Now Sales Manager Ullman-Philpott Co.

F. C. Kuhn, has resigned as superintendent of the editorial department of the Sherwin-Williams Company, Cleveland, to become sales manager of the Ullman-Philpott Company (manufacturers of printing inks), Cleveland, O.

The Henry S. Meyers Service, New York, has been organized to handle real estate advertising exclusively. Mr. Meyers was formerly associated with Wood, Harmon & Company, The American Real Estate Company, etc.

The Southern Advertising & Development Company has been incorporated in Louisville, Ky., with \$5,000 capital stock by F. B. Hemphill, Thomas F. Fleming and E. W. Jackson.

## Neighborhood Merchandising

All large cities are usually made up of a number of neighborhoods, each with its social and business life. Recently there was held at Brownsville, the clothing manufacturing center of Brooklyn, N. Y., populated almost exclusively by Hebrews, an industrial exhibition. Here, under a large tent, occupying an entire block, were assembled a number of booths illustrating the industrial progress of Brownsville, and right alongside the display of the various classes of garment makers was the brilliant exhibit of the Edison Electric Illuminating Company of Brooklyn, which utilizes such affairs to get into

personal touch with present and prospective customers and makes a point of entering into the spirit of such occasions, in the same way as the local merchant does.

Results showed that considerable interest had been aroused among prospective customers by the Edison exhibit. The first night six persons requested estimates for the wiring of their homes, four owners of tailoring shops applied for further demonstration of tailors' irons, and several inquiries were made concerning 500-watt tungsten lamps, one being for twenty-five, to be used in a large dance hall. There were also many inquiries about changes from carbon to tungsten lamps.—*Electrical World.*

"Newspaper  
cooperation means  
doing some real  
service for the  
manufacturer and  
the dealer to  
increase sales"  
Bill Wise

### MR. MANUFACTURER:

If you want to know anything about merchandising conditions in Washington ask us. We will be glad to get for you any special information.

Address: Advertising Manager,

THE EVENING STAR,

Washington, D. C.

# The Little Schoolmaster's Classroom

**M**AYBE the advertising school in the year 1920 will have a course in the figuring of space values more scientifically. There is sad need of some such instruction. The Schoolmaster has before him the solicitation of a college paper asking \$65 a page for a publication that is to go to all of 700 people, 400 of whom are actually alumni, and are actually in positions where they might possibly actually buy some of the advertiser's goods! Then there is the enormous "potential" value of the circulation among students! The space costs *only ten times as much per page per thousand as space in a class publication of high grade reaching people that are almost without exception possible buyers.* The Schoolmaster is not arguing that college publications may not have good advertising value, but those who fix the rates and do the soliciting should have some regard for the intelligence of experienced advertisers.

\* \* \*

How do you, Mr. Manufacturer, know whether your dealers are using properly the electros that you send out to advertise

your goods? Look at the Weed ad herewith! Isn't that a waste of money for both manufacturer and the dealer? Perhaps the dealer did the best he knew how. Why should a dealer be sent a disconnected and half-finished electro like this "Neverout" electro? The three-sided border within another border is ridiculous, to say the least, but can you blame the dealer? Note the spots on this ad. They show that the electro was a cheap, shallow affair to begin with. It is not enough to give the dealer good material for advancing the sale of your article or service; he must also be shown how and where to use the material. But he must have A1 material first, last and always.

\* \* \*

One crackerjack salesman once told the Schoolmaster that he was convinced that all that the prospective customers of his concern did with advertising matter was to start kitchen fires with them; and he was apparently sincere. And yet in the Schoolmaster's judgment the people with whom this salesman dealt were people that required unusually full advertising matter, and furthermore were people that undoubtedly had more than the usual amount of time for reading it.

A few days ago the Schoolmaster was talking to the copy and plan chief of one of the largest of the New York agencies. In the conversation the neglected opportunities of concerns marketing food products such as biscuits, bread, cakes, etc., were discussed. Said the copy chief: "Why they don't use suggestive copy instead of this old antediluvian cut and dried 'Purest, Best and Cheapest' kind is more than I can see. Here a short while ago I had occasion to visit a New England baker who was going broke quick as a result of some advertising he was doing on a certain kind of sponge cake. The first thing we did was to get him to change to the suggestive kind

## Motor Supplies

AT PRICES THAT  
ARE RIGHT

### Comply with the law

which requires all vehicles to carry a lighted lamp when dark.  
If you use



**The Neverout** PATENT LAMP

The 19 years the world's standard, you will run no risk of arrest.

The lamp is guaranteed to positively stay lit, no flame light, frost, sleet and snow, on the law courts.

Illustration shows The Neverout No. 411

All rights and franchises of the patented lamp to use

The Best Carriage Lamp

**Weed & Co.**

260-271 State St.

Tel. 7029-2.

IS IT A WASTE OF MONEY?

of copy, and 'can' the 'Best Ever' stuff with its 'Buy it Now' ending. We ran attractively illustrated copy showing the many different ways that sponge cake could be used—for instance, one of the ads showed it sliced into layers with crushed strawberries between the layers, and the whole covered with thick whipped cream, a 'made-in-a-hurry' strawberry short cake, and results jumped from zero right out of sight. Some people don't seem to real-

ize that what the women want is suggestions for new dishes and new ways of cooking old dishes; that kind of copy will get them every time."

\* \* \*

It's strange how few advertisers realize how much more effective their copy would be if they were to tell the exact truth about the goods advertised. A short while ago a Quebec department store took its customers' breath away by playing up the flaws in the

**With Any Name in GOLD**

Just imagine this for Christmas—with some "long green" inside. Special quantity price to Business Managers: \$2.00 doz. Combination Bill-fold-Pass and Cardcase. Genuine Black Seal Grain Leather—very durable, 3x5 in. folded, 7 useful pockets—2 with transparent windows. Any name in pure gold free. Sample postpaid \$1.00.

*Eighth Annual Catalog—Just Out! Want a Copy?*

**U. S. LEATHER GOODS CO., Dept. 9, 240-2-4 North Clark St., Chicago**

CALENDAR IDENTIFICATION CARDS BILL, FOLD STAMPS COURT PLASTER

FOLDED HIDDEN CARD POCKETS

## Display Devices

OR

## Display Service

OR BOTH

Our business is the manufacturing of animated window displays and the installing of displays including the securing of the dealers' windows free.

*Last year we installed  
1,500 window displays  
for our customers.*

*We refer you to  
these customers*

American Bank Note Co.  
Auto Strop Safety Razor Co.  
Barber Asphalt Paving Co.  
Bell Telephone Co. of Mo.  
Colgate & Co.  
C. & P. Tel. Co. of Baltimore  
Durham Duplex Razor Co.  
Robt. H. Ingersoll & Bro.  
Menger, E. H. Co., of Rio, Brazil  
Mullen Real Estate Co., Buffalo  
New York Central Lines  
New York Telephone Co.  
Otis Elevator Co.  
Peninsular Chemical Co., Detroit  
Raymond & Whitcomb Co.  
Remington Typewriter Co.  
Santa Fe Railroad  
Sargent & Co.  
Southern New England Tel. Co.  
Wells Fargo & Co Express  
Yale & Towne Mfg. Co.

Our displays fit your policy, your product, and your pocketbook



30 CHURCH STREET

NEW YORK



## AD-TIP

**No. 5** Wise advertisers select the best **Want Mediums** in each section and pin their faith in them.

The Elizabeth Daily Journal prints more Want Ads daily than any New York City evening paper save one.

Sworn Circulation statement from report filed October 4, 1913, with the Postoffice Department:

Daily average paid subscribers during the six months preceding the date of this statement.....**11,710**  
Daily average Gross Circulation..**12,951**

AUG. S. CRANE, Publisher.

You cannot go wrong whatever your proposition if you advertise in the

**Elizabeth Daily Journal**

**ELIZABETH, NEW JERSEY**

Population 80,000

F. R. NORTHRUP, Special Representative  
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## Want To Invest

**\$5,000 or More**

And draw salary and commission from some publication, advertising agency or mercantile house.

Eight years in daily newspaper work, two years of active advertising experience with a national campaign, and nine successful years in the sales department of present employer — a corporation of over \$15,000,000 capital. Address "M," Box 108, care PRINTERS' INK.

goods advertised instead of the merits. If goods were reduced because they were shop-worn the ads said so. If because they were out of style the ads said so, always taking pains to explain that the store people wished it distinctly understood that they did not recommend the purchase of such goods. The change of tactics not only created a lot of talk among women, but, according to the management, this kind of copy produced greater results than any other kind ever used. All of which goes to show that the public gets tired of having "Bargain, Bargain, Bargain," shouted at them three hundred and sixty-five days a year, and appreciate frankness on the part of the advertiser. The women, these days, who entertain any delusions as to getting something for nothing, are few and far between.

\* \* \*

It was at a meeting of the Technical Publicity Association in New York. A retired hardware merchant was telling how the manufacturer "could really do something" to help the dealer. Said the ex-dealer: "I have yet to remember a case where I have not used the right kind of electrotype sent me by the manufacturer—but the trouble is that the most of these cuts are not the kind any self-respecting merchant would use. What the merchant wants is lots of 'we' and mighty little about the manufacturer's product in the electrotype. It is foolish for manufacturers to suppose that because they spend a few cents for an electro dealer is going to spend five dollars to run it in his paper, unless he comes in for a good share of mention in the advertising."

## Rochester Ad Classes Will Study "P. I."

L. B. Elliott, general advertising, Rochester, N. Y., has started a class in advertising at the East High School, Rochester. The registration at present is about 125 and includes business men, assistants in advertising departments, printers and young people who desire to enter advertising work. PRINTERS' INK will be studied in the course.



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.**  
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
233-5 Nasby Building Toledo, Ohio

We offer an Advertising Service that serves as conscientiously, as though entirely controlled by you. A service that studies with you, plans and works with you, 52 weeks 365 days—through each year. Write on letterhead for Portfolio of Proofs.

**HB**

**HELLER-BARNHAM, Essex Bldg., Newark, N. J.**

## Have You Considered Cuba?

It is amazingly prosperous. And they like American goods, which come in for 20% less duty than other foreign goods.

We are in shape to put you in touch with about 12,000 English-speaking residents and about three million Spanish-speaking ones. Circularizing and newspapers.

Give us an idea of your plan and appropriation and let us propose something.

**FRANCIS J. ACOSTA, Advertising,**  
Ofices 22, Box 323, Habana.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER.** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### ARTISTS

**ARTIST AND PHOTOGRAPHER:** Does high class designing, pen and ink, wash and air-brush drawing. Expert photographer. Saves many dollars in retouching. Have directed engraving house art department. Wide experience in mechanics. Best references. M. C., 1309 Glenhurst Court, Rock Island, Ill.

### BUSINESS OPPORTUNITIES

**A WISK** man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO., 71 West 23d Street, New York City.**

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.), General Printers and Binders, 141 E. 23th St., New York.**

### HELP WANTED

**I WANT TO ENGAGE** the services of a newspaper man who can put merchandise information into such shape that it will not give brain fatigue to the average trade paper reader. One who is willing to do field work and who can get the most out of a very efficient merchandise staff. Address, Box 266-f, care of Printers' Ink.

**WANTED**, by Chicago Special Agency, a live, hustling solicitor for strictly high class papers; not necessarily experienced in soliciting but must have an acquaintance among Chicago general advertising agencies; be clean cut and reliable; state salary expected, which must be moderate, increased when ability is proven. Address, J-267, care of Printers' Ink.

**WANTED**—Advertising agency copy-writer, producer of strong layouts and forceful copy, particularly strong on agricultural copy; booklet and foldup knowledge essential. Give references, sending specimens of work and full details of past experience, stating salary expected, confidential. **THE CRAMER KRASSELT CO.**, Milwaukee, Wis.

### Exceptional Opportunity

is open to young trade paper man who can demonstrate he is a "live wire." Must be quick observer, capable solicitor and have ideas of developing business. A part ownership may be acquired by right man. Familiarity with dry goods, notions or allied trades would be advantageous. Box 270-J, care of Printers' Ink.

**SOMEWHERE** there is a "live" young man on a job and doing good work for whom we have an opportunity. He must possess sales ability, know salesmen and their likes and dislikes, be able to write good, snappy copy in a "human" way, and have initiative, originality and personality. Perhaps a big order, but there are certain ones who can qualify. For one of these we have a desk as assistant advertising manager, with two house organs to edit (one weekly), copy to write, inquiries to answer and details to supervise. We can't consider a beginner. This young man must come with training. We'll help him get our proposition, but he will have to produce from the start. If you can prove that you can qualify, both in experience and personality, send us a photograph, history of your experience, and samples of your work (particularly house organs), and name salary you want. Address **TIM THRIFT**, Adv. Mgr., The American Multigraph Sales Co., E. 40th St. and Kelley Ave., Cleveland, Ohio.

## Have You A Friend

who can sell booklets and advertising circulars? If you have, send him to us. He needs us just as much as we need him.

We have an up-to-date printshop in New York City turning out the best kind of work, but we haven't enough business to keep us busy all the time.

We'll make it worth while for him to tie up with us.

Box "J" 265, Printers' Ink

### LETTER SPECIALISTS

**LETTERS**, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

### MISCELLANEOUS

**PLAYS or VAUDEVILLE ACTS** placed with leading producers. Manuscripts not available promptly returned. Results or no charge. **EVA MAY CLARK**, 702 West End Ave., New York.

**A Firm of Manufacturers' Agents** centrally located will consider the addition of one more specialty for the drug, grocery and kindred trades. Box 277-J, care of Printers' Ink.

### Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

### POSITIONS WANTED

**QUALIFIED**, thoroughly experienced agency man desires to change his present position for one where his comprehensive knowledge of engraving, printing, etc., will be of greater value. Age 28 years. Box 278-J, care of Printers' Ink.

### Young Page - Davis graduate

seeks connection in advertising department of retail concern. References furnished. Box J-273, care of Printers' Ink.

**YOUNG MAN**, 24, engineering graduate, practical and office experience, desires connection with business or manufacturing concern to learn the business. Capable, thorough, energetic. Location in N. Y. City preferred. Box 275-J, care of Printers' Ink.

### Ad Writer

Active, all around New York newspaper man, 24 years old, wants to enter the advertising field. College man with selling experience. Will go anywhere as copy man or house organ editor. Salary of minor consideration. Box J-269, care of Printers' Ink.

### Editor and Circulation Manager

Special writer for *Colliers'*, *The Argonaut*, *New York Times*, *Sun*, *Mail*, etc., wishes regular position on reputable publication. Has wide acquaintance with newspaper publishers and national advertising agencies. Energetic, successful. Salary, \$2500. Box 274-J, Printers' Ink.

### Special Writer

to agencies, magazines and manufacturers; wrote many pages for thousand page mail order catalog, also power plant equipment catalog, have written many booklets, house organs, catalogs, etc., on general, mail order and technical subjects; I engage by "job," day, week or year. Alfred Woner, 114 South 11th St., Newark, N. J.

**YOUNG MAN**, 28, single, wishes position as advertising assistant. Presently assistant credit manager. There four years. Previous experience, four years photo-engraving house, six months composing room, two years advertising department publishing house. Page-Davis Advertising School man, not an artist, yet awarded gold medal for art work. Also four years commercial field. Well recommended. Box 264-J, Printers' Ink.

### Circulation Manager

Nine years' successful magazine experience, with a thorough knowledge of circularizing, news-stand distribution and the handling of agents and premium propositions, together with plenty of enthusiasm, ideas and energy, are offered in exchange for a salary of \$2500 or better, plus a bonus on increase. Now employed but willing to change for something offering a real opportunity. Address Box J-263, care of Printers' Ink.

### MR. ADVERTISING MANAGER—

### I'll Make Good!

Young man, 22, two years' retail adv. experience; good training in all other lines of advertising; good at copy and layouts; practical knowledge of cuts, type and papers; ambitious, hard-working, intelligent; good ideas; wants chance to make good, Chicago preferred. Address Box 272-J, care of Printers' Ink.

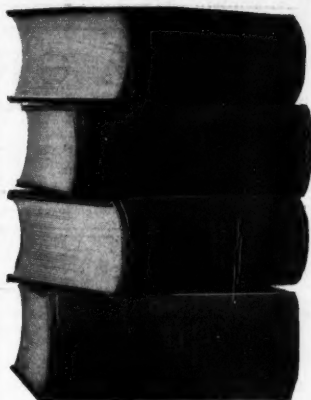
### A Man with Ten Years' Experience

and pronounced success as retail advertising manager; who has the knack of presenting a bid for business in different dress than the common run; who knows merchandise and people, and has the ability to apply one to the other with the best results, seeks connection with house of high calibre, that will pay \$2500 a year for services that are worth it. Open Nov. 10th. Box J-276, care of Printers' Ink.

**Advertising Manager**—Would you like to meet one who is young in years but has had 12 years' experience with large manufacturers of mechanical goods? Thoroughly conversant with all branches of advertising; experience embraces designing, writing strong, convincing copy, preparation of articles, writing and compiling catalogs, circulars, follow-up letters, etc.; have all the technicalities of layouts, type, drawing, engravings, printing, binding and paper buying; highest references and proof of my ability to produce absolutely distinctive results. Address Box J-271, care of Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.



## A History of 1913

Bound volumes of **PRINTERS' INK** make ideal references for advertising agents and manufacturers who have occasion to compare past and present campaigns with plans for the future.

4 volumes — 1913

\$8.00 the Set—Postpaid

**Printers' Ink Publishing Company**

12 West 31st Street, New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

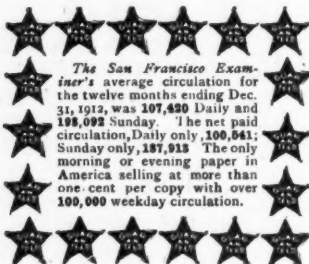
Birmingham, *Ledger*, dy. Average for 1912, 23,044. Best advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,385. daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,361. Largest morning circulation in Los Angeles.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,430 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 18,183 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Evening. Ave. circulation, Sept., 1913, 7,568. Double the number of all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

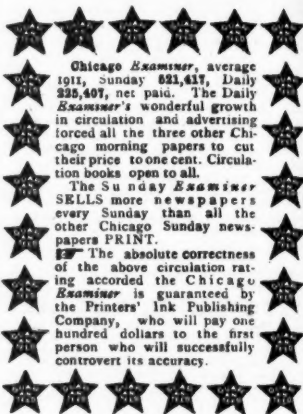
## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©©). Carrier delivery.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago Examiner, average 1911, Sunday 531,417, Daily 235,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average Sept. 1913, 13,056. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,876; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader*—*Evening Tribune*, 1st 6 mos. 1913, 56,571. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 3,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

## LOUISIANA

New Orleans, *Hem*, 6 mos. sworn statement U. S. P. O. d'y & Sun., Apr. 1 to Sept. 1, net cir. 65,901.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,492.

Portland, *Evening Express*. Net average for 1912, daily 19,025. Sunday *Telegram*, 13,239.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 86,394; daily, 80,048. For Sept., 1913, 76,778 dy.; 87,427 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 323,915.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,480 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Sept. circulation averages of *The Boston Post: Daily Post*, 426,585, *Sunday Post*, 329,731.

Lawrence, *Telegram*, evening, 1912, av. 2,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,962; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 10,193.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, aver. 1st  $\frac{1}{2}$  1913, daily, 10,412; Sunday, 11,484. Quality circulation.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,380.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,124; Sunday *Tribune*, 142,921.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,926.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,936; '09, 19,062; '10, 19,238; '11, 20,115 '12—21,969.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,166. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,404.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 29,692; daily, 64,496; *Esquire*, evening, 37,183.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,607.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,668.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e), av. Sept., '13, 6,838. *Semi-Weekly Sentinel*, av. Sept., '13, 6,922.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,256. For Sept., 1913, 120,276 daily; Sunday, 146,666.

Youngstown, *Vindicator*. D'y av. '12, 18,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,538; 22,076 av., Sept., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,323; the Sunday *Press*, 178,383.

Washington, *Reporter and Observer*, circulation average 1912, 12,660.





**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1912, 19,188. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,126.

**York.** *Dispatch and Daily*. Average for 1912, 18,888. Covers its territory.

### RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation for 1912, 21,097—sworn.



**Providence.** *Daily Journal*. Average for 1912, 24,403 (©). Sunday, 24,777 (©). *Evening Bulletin*, 22,827 average 1912.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, 8,599.



**Columbia.** *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,146; Sunday, 18,528. March, 1913, average, daily, 20,480; Sunday, 20,180.

### VERMONT

**Barre.** *Times*, daily. Only paper in city. Av. 1912, 8,088. Examined by A.A.A.

**Burlington.** *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

### VIRGINIA

**Danville.** *The Bee* (eve.) Aver. August, 1913, 8,285. Sept., 1913, ave., 8,318.

### WASHINGTON



**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 66,182 daily, 84,644 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma.** *Ledger*. Average year 1912, daily and Sunday, 21,347.

**Tacoma.** *News*. Average for year 1912, 20,598.

### WISCONSIN

**Fond Du Lac.** *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

**Janesville.** *Gazette*. Daily average, Sept., 1913, daily 6,043; semi-weekly, 1,846.

**Racine** (Wis.) *Journal-News*. June, 1913, Average circulation, 7,081.

### ONTARIO, CAN.

**Fort William**, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

### SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN** *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

**NEW HAVEN** *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

### DISTRICT OF COLUMBIA

**THE** *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE** Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE** *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE** Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE** Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,686 more than were printed by any other Boston newspaper.



### MINNESOTA



**THE** Minneapolis *Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign O.—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 63,804 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (OO). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 263 Broadway, N. Y.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink

Scientific American (OO) has the largest circulation of any technical paper in the world.

In the Metropolitan District, THE NEW YORK TIMES (OO) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The K. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



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